

# FDA Extends Tobacco Regulations to E-Cigarettes and Other Products

## Details of New Tobacco Regulations



The rule broadens the definition of tobacco products to include e-cigarettes, hookahs, pipe tobacco, premium cigars, hand-rolled cigars and other products



The regulations ban the sale of e-cigarettes to anyone under 18 and require adults under the age of 26 to show a photo identification to buy them



The new rules require companies to register with the FDA and provide it with a detailed account of their products' ingredients and their manufacturing process. Producers will also have to apply to the FDA for permission to sell their products



Under the new rule, the FDA would have to approve all tobacco products not currently regulated that entered the market after February 2007 – this includes nearly every e-cigarette on the market and every different flavor and nicotine level

### Analysis

- There is an **intensifying debate over whether e-cigarettes are a gateway to nicotine addiction and traditional cigarettes or an effective way to help the long-addicted quit smoking**
- **Lacking a scientific consensus** on the long-term health effects of e-cigarettes, this FDA action is unlikely to resolve the dispute
- Representatives of the e-cigarette industry argue that some of the rules put forward by the agency will endanger the market for products that may be able to help people move away from traditional tobacco
- On the other hand, anti-smoking advocates argue that e-cigarettes could be harmful and that companies are using the same tactics and themes to appeal to younger consumers that traditional cigarette companies used years ago
- **The rules go in effect 90 days after the rule's publication date of May 10th**

Sources: Laurie McGinley and Brady Dennis, "The Federal Government is About to Begin Regulating the Booming E-Cigarette Market," *The Washington Post*, May 5, 2016; Jayne O'Donnell and Laura Ungar, "Feds Announce Much Tougher E-Cigarette, Cigar Rule," *USA Today*, May 5, 2016; Sabrina Tevernise, "FDA Imposes Rules for E-Cigarettes in a Landmark Move," *New York Times*, May 5, 2016; Noun Project, Chad Wimberly, Artem Kovyazin, Rohan Gupta, Pham Thi Dieu Linh, Romzicon.