



Electronic Nicotine Delivery Systems (ENDS)

OVERVIEW

Electronic Nicotine Delivery Systems (ENDS), also called e-cigarettes or personal vaporizers (PV), present another way for smokers to ingest nicotine. ENDS are increasingly being marketed to young adults and adolescents. They are also touted by some users as a “safer” alternative to smoking, and a way to either quit smoking cigarettes, or to smoke in places where cigarette smoking is not allowed. However, these products are not regulated by the US Food and Drug Administration (FDA), and no rigorous scientific studies have shown that they are safe for use.

In April 2014, the FDA proposed a new rule to extend its tobacco regulating authority to ENDS. The proposed rule would restrict sales to minors younger than 18, require health warnings on packaging, prohibit vending machine sales, and prohibit marketing the products as healthy or safe. These proposed FDA rules do not address the use of candy and fruit flavors which appeal to youth and would not go into effect until at least 2 years after the rule is finalized. In absence of strong federal regulation, states have been acting to restrict ENDS purchases by minors, marketing targeted at children and adolescents, and use of the devices in public places.

AAP POSITION

- Sales of ENDS to minors younger than 18 years should be prohibited.
- Candy and fruit flavored ENDS, which encourage youth smoking initiation, should be banned.
- Federal, state, and local governments should enact and enforce laws that mandate the provision of smoke-free environments, including ENDS vapor, in all public places and require employers to provide smoke-free/ENDS vapor-free work environments for their employees.
- Advertising of ENDS in the media, on the internet, and in point of sale locations that can be viewed by youth, should be banned.

