

Michigan Chapter



April 17, 2014

The Honorable Jase Bolger
Speaker of the House
State Capitol
P.O. Box 30014
Lansing, MI 48909-7514

The Honorable Randy Richardville
Senate Majority Leader
State Capitol
P.O. Box 30036
Lansing, MI 4909-7536

Dear Speaker Bolger and Senate Majority Leader Richardville:

We are writing to ask for your support of the bill that Representative Haines recently introduced, HB 5393, regarding the definition of "tobacco product." We believe this definition is an appropriate definition of "tobacco product" and works to keep tobacco products out of the hands of kids. There is no reason e-cigarettes should be treated differently than other tobacco products.

Forty Attorneys General from across the country, including Michigan Attorney General Bill Schuette, submitted a letter to the FDA on September 24, 2013, calling on them "to regulate electronic cigarettes as 'tobacco products'.....as they are products 'made or derived from tobacco'".

The e-cigarette industry wants everyone to believe that their products are a safe alternative to smoking; however, there is no reliable research to support this claim. The use of e-cigarettes is increasing, including among youth. The e-cigarette industry is using a number of marketing techniques originally employed by the cigarette companies to addict youth, including the use of candy- and fruit-flavors. E-cigarettes come in cotton candy, gummy bear, bubble gum flavors, Atomic Fireball, orange soda, as well as grape, apple and strawberry. Earlier this month, the Centers for Disease Control and Prevention (CDC) released alarming new data about e-cigarette use among youth. In just one year (2011 to 2012), the number of students in grades 6-12 reporting having ever used an e-cigarette doubled from 3.3 percent to 6.8 percent. Recent use of e-cigarettes among 6-12 year olds increased from 1.1 percent to 2.1 percent. Adults are also reporting greater use of e-cigarettes.

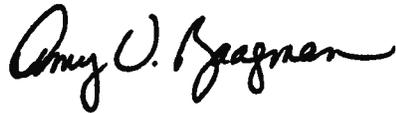
The Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act), which passed the Congress with overwhelming bipartisan majorities and was signed into law on June 22, 2009, gave the FDA immediate authority over cigarettes, smokeless and roll-your-own tobacco. It also gave the authority to the Secretary of Health and Human Services to deem other tobacco products subject to FDA's jurisdiction. Under this provision,



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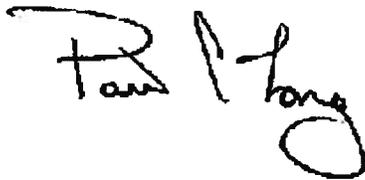
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