FDA Takes Action on 50,000 Flavored E-Cigarettes

Drafted August 27, 2021

**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**FDA takes promising action on some flavored e-cigarettes, but more is needed says (ALLIANCE NAME)**

**(CITY, WI)** – On Thursday, 26 the U.S. Federal Drug Administration(FDA) blocked the sale of 55,000 flavored e-cigarettes. This is the first time the FDA has blocked the sale of e-cigarette products since it started requiring manufacturers to apply for premarket review in September 2020.

**(COMMUNITY NAME’S)** **(ALLIANCE NAME)** welcomed the FDA action as an important first step, but says more is need to keep kids safe from flavored e-cigarettes.

“55,000 sounds like a lot, and it is, but there are still countless flavored e-cigarettes out there,” said (**CONTACT NAME**). “Also, none of the e-cigarettes blocked by the FDA are from the most popular brands. Hopefully, this is the first such action we see them take – not the last.”

**(CONTACT LAST NAME)** and others from the **(ALLIANCE NAME)** have reason to be concerned. In Wisconsin, one in five high school students currently uses e-cigarettes, and around 80% of young people’s first tobacco product that they try is flavored.

“The tobacco industry knows full well that these products’ fruit and candy flavors appeal to youth, said **(CONTACT NAME)**. “And with flavors like **(GIVE EXAMPLES)**, it’s really no surprise that kids are interested in them.”

Despite their fruity flavors, e-cigarettes carry health risks – especially for young people. For example, the nicotine in e-cigarettes damages adolescent brains, specifically the parts of the brain that control learning and memory. Additionally, youth who use e-cigarettes are more likely than their peers who don’t use e-cigarettes to eventually become regular cigarette smokers.

While health advocates wait to see if the FDA takes further action, they want **(COMMUNITY NAME)** members to know that resources are available both to help teens quit and to keep parents in the loop on the products gaining traction with youth.

“Teens that are ready to quit using e-cigarettes can text **VAPEFREE** to **873373** for free help to quit, and we encourage parents to visit [www.tobaccoischanging.com](http://www.tobaccoischanging.com), where they can learn about the products on the market, the tactics the tobacco industry uses to hook kids, and policies that can help youth be tobacco free,” said **(CONTACT NAME)**.

For more on tobacco prevention efforts in **(COMMUNITY/COUNTY NAME)**, visit **(URL, SOCIAL MEDIA, ETC.)**.

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