

Federal Update: FDA Takes Four Tobacco Products off the Market February 24, 2014

On February 21, 2014, the U.S. Food and Drug Administration (FDA) issued an order to stop the sale and distribution of four tobacco products. This is a notable action because, prior to this the FDA had never used its authority under the Family Smoking Prevention and Tobacco Control Act of 2009 to pull tobacco products off the market.

The four products being affected are Sutra Bidis Red, Sutra Bidis Menthol, Sutra Bidis Red Cone and Sutra Bidis Menthol Cone.

The FDA was able to take this action this because the 2009 law requires FDA review and authorization before a tobacco company can introduce a new or changed product. If the product is not “substantially equivalent” to products already on the market, the FDA can stop the sale and distribution of the product. This allows the FDA to stop the introduction of tobacco products that may cause an increase in health harms beyond those already caused by existing, standard products.

Retailers that are selling these recalled products have 30 days before the FDA takes action against them.

For the FDA’s press release, [click here](#).



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If you have questions about this analysis, please contact Stacy Song at (Stacy.Song@lung.org) or Kimberly Amazeen (Kimberly.Amazeen@lung.org) at (916) 554-5864 (LUNG).