



JUUL Letter Sent by Health Groups and Senators

In 2009, Congress granted the Food and Drug Administration (FDA) the authority to regulate the manufacturing, distribution, and marketing of tobacco products. In the years since, the FDA has taken many important steps to protect public health and create a healthier future for all Americans by better educating the public about the risks of smoking, regulating big tobacco companies, and considering lowering the nicotine levels in cigarettes. However, the FDA has failed to take appropriate steps to address electronic cigarettes and flavored tobacco products, which are especially enticing to youth and young adults.

In May 2016, the FDA issued the “deeming rule,” which established the agency’s authority to regulate e-cigarettes and cigars you can read more about the deeming rule [here](#). In July 2017, the FDA announced the rule would not take effect until 2022, delaying the implementation regulations for electronic cigarettes.

On April 18th, two separate letters were submitted to the FDA Commissioner Scott Gottlieb. The first letter was submitted by the American Lung Association, Campaign for Tobacco-Free Kids, Truth Initiative, American Academy of Pediatrics, American Cancer Society Action Network and the American Heart Association. The second letter came from Senator Durbin and 10 other Senators. These letters call for immediate action to protect the nation’s young people, and the public health from the dramatic rise in teen usage of JUUL electronic cigarettes.

On Tuesday, April 24, the FDA issued warnings to 40 retail and online stores as part of a month long operation against illegal sales of JUUL to children. FDA regulators asked JUUL Labs, the manufacturer of the new device, to turn over documents about the design, marketing and ingredients of its product. The rare request focuses on whether certain product features are specifically appealing to young people.

To read the American Lung Association’s letter, please click [HERE](#).

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If you have questions about this analysis, please contact Emma Maron (emma.maron@lung.org).