

AMERICANS FOR TAX REFORM

**INTRODUCTION TO
VAPING & TOBACCO
HARM REDUCTION**

This packet provides essential information to help educate lawmakers, members of the media, and the general public regarding the science related to vaping, e-cigarettes, and tobacco products. With millions of lives at stake, it is vital that policies are driven by evidence and data, and included are peer-reviewed scientific studies, academic papers from the world's leading experts on tobacco control, and real-life examples showing how legislative action restricting access to reduced harm alternatives to tobacco can cause immense harm to public health.

We hope you find the information provided useful, and please reach out to Tim Andrews, ATR's Director of Consumer Issues, at tandrews@atr.org or (202)-549-0346 with any questions.

Sincerely,
Grover Norquist
President
Americans for Tax Reform

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Imagine a new technology has been invented that would save half a million American lives every single year - without costing taxpayers a cent. It would be the biggest humanitarian breakthrough in generations and its promotion would be the foremost public health priority. The thing is - this technology already exists.

Cigarette smoking is the leading cause of preventable disease, disability, and death in the United States. Every year, 480,000 Americans lose their lives because of this deadly habit. 35 million American adults still can't break their addiction and quit smoking cigarettes. Until now. Finally, we have the technology to end smoking. All that stands in the way of a smoke-free future is misinformation and failures in public policy that keep people smoking - and dying as a result.

The reason smoking is so deadly is not nicotine. While highly addictive, nicotine is a relatively benign substance, similar in effect to caffeine. The reason smoking kills is that the combustion process that creates smoke also creates tar and thousands of toxic chemicals that cause cancer, heart disease, and other smoking related illnesses: People smoke for the nicotine but die from that tar. This is why, for decades, doctors have recommended smokers use nicotine replacement therapies, like patches and gums, which provide nicotine to users without exposing them to the harm of cigarettes.

Unfortunately, traditional nicotine replacement therapies have had limited success in helping smokers quit, simply because they lack the psychological associations with smoking. For many smokers, the social aspect, the hand to mouth motion, or the production of smoke keeps them smoking even though they know it to be harmful to their health. This all changed in 2003 when Hong Lik, a Chinese pharmacist, became determined to quit smoking after his father died of lung cancer. Hon invented a new device that mimicked the action of smoking, delivered nicotine, and produced a water vapor, not smoke, without the toxic chemicals associated with combustion. This product, known as an electronic cigarette, grew in popularity across the world and has become a product scientifically proven to help smokers quit.

Since their invention, thousands of academic studies have examined the impact of e-cigarettes on the human body. Reviews of all available evidence by both governments and independent medical bodies determined e-cigarettes to be at least 95% safer than traditional cigarettes and all studies found it to be between two and seven times more effective at helping smokers quit than traditional nicotine replacement therapies. As a result of the overwhelming evidence, over 60 of the world's leading medical organizations and governments endorsed e-cigarettes as a vital tool to help smokers quit and save lives. According to the most comprehensive research by American cancer academics,

and coordinated by Georgetown University Medical Center, if a majority of American smokers made the switch to vaping it would save 6.6 million lives over the next ten years.

Disappointingly, irresponsible media reports have spread misinformation about these products. Because of these falsehoods and scare tactics, more than half of cigarette smokers believe vaping is just as harmful or more harmful than cigarette smoking. In this packet you will find a summary of all relevant science on vaping and tobacco harm reduction, as well as real-world instances in which poor public policies have led to more people smoking, and dying, as a direct result of misinformed decision makers.

We have the wonderful opportunity to save millions of lives, not just in the United States, but around the world. Let's not allow misinformation and public policy mistakes based on bad science stop us from creating a smoke free world.

Tim Andrews

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Americans for Tax Reform

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THE FACTS ABOUT VAPING



EFFECTIVE CESSATION
VAPING IS **TWO TO FOUR TIMES MORE** EFFECTIVE AT GETTING SMOKERS TO QUIT THAN OTHER NICOTINE REPLACEMENT THERAPIES.^{2,3}



LESS HARMFUL
VAPING IS AT LEAST **95% LESS HARMFUL** THAN TRADITIONAL CIGARETTES.¹



SAVES LIVES
6.6 MILLION AMERICAN LIVES  WOULD BE SAVED IF A MAJORITY OF CIGARETTE SMOKERS IN THE U.S. SWITCHED TO VAPING.⁴

IMPROVES LIFESTYLE 
VAPING HELPS PEOPLE WITH MENTAL HEALTH ISSUES — WHO SMOKE AT RATES **THREE TO FOUR TIMES THE NATIONAL AVERAGE** — QUIT SMOKING, AND IS PARTICULARLY HELPFUL FOR **DISADVANTAGED PERSONS.**^{5,6} 

Sources:

1. "E-cigarettes and Heated Tobacco Products: Evidence Review"; Public Health England.
2. "A Randomized Trial of E-Cigarettes versus Nicotine-Replacement Therapy"; The New England Journal of Medicine.
3. "Effects of e-cigarette versus nicotine replacement therapy on short-term smoking abstinence when delivered at a community pharmacy"; Addictive Behaviors Report.
4. "Potential deaths averted in USA by replacing cigarettes with e-cigarettes"; British Medical Journal.
5. "Associations of Flavored E-Cigarette Uptake with Subsequent Smoking Initiation and Cessation"; The Journal of the American Medical Association.
6. "A Single-Arm, Open-Label, Pilot, and Feasibility Study of a High Nicotine Strength E-Cigarette Intervention for Smoking Cessation or Reduction for People With Schizophrenia Spectrum Disorder Who Smoke Cigarettes"; Nicotine & Tobacco Research.

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WHAT IS VAPING & TOBACCO HARM REDUCTION?

- Cigarette smoking is the leading preventable cause of death in the United States due to the high levels of chemicals and tar that exist in traditional combustible cigarettes.¹
- It is the combustion process that makes cigarettes deadly – not nicotine. While highly addictive, nicotine is a relatively benign substance like caffeine and nicotine use “does not result in clinically significant short- or long-term harms”². This has led to many in public health declaring that “**people smoke for the nicotine but die from the tar**”.
- Nicotine replacement therapies, such as nicotine patches and gum, have been around for decades, but recent developments in technology have created a significantly more effective alternative: electronic cigarettes.
- **E-cigarettes and other vapor products deliver nicotine through aerosol, mimicking the habitual nature of cigarette smoking while removing the deadly carcinogens that exist in tobacco.**

ARE E-CIGARETTES SAFER THAN TRADITIONAL CIGARETTES?

- The evidence is overwhelming, **e-cigarettes are proven to be significantly safer than combustible cigarettes.**
- A meta-analysis of all available evidence by Public Health England demonstrated that **e-cigarettes are at least 95% less harmful than traditional cigarettes.**³
- **Vaping has been endorsed by over 60 of the world’s leading public health organizations as safer than cigarettes and a more effective way to help smokers quit than other nicotine replacement therapies.** This list includes the British Medical Association, Cancer Research UK, New Zealand Ministry of Health, Royal College of Physicians, French National Academy of Medicine, and many others.⁴

WHAT ARE THE BENEFITS OF E-CIGARETTES?

- A large-scale analysis from Georgetown University Medical Center estimates that **6.6 million American lives can be saved if a majority of cigarette smokers switched to vaping.**⁵

- Increased vaping use among cigarette smokers would **“reduce health disparities”** since smoking rates are highest among those with lower income and education, **“translate directly into lower medical costs”**, and would produce **“an improved quality of life”**.⁶
- A smoker attempting to quit with an e-cigarette has an estimated **323%** higher chance of achieving complete cessation compared to someone using a traditional nicotine replacement therapy like nicotine-containing patches, gum, or mouth spray according to a study.⁷
- When e-cigarettes entered the market in 2003, the U.S. adult cigarette smoking rate was 21.6%. **Due to increased access to vaping, the U.S. adult smoking rate has plummeted to 13.7% as of 2018.**^{8,9}
- Research has shown that nicotine-containing vapes dramatically help people with mental health issues, who smoke at rates three to four times the national average, quit smoking, even when they have no desire to quit.^{10,11}
- For people suffering from schizophrenia, vaping has a demonstrated ability to make them feel more awake, less irritable, and have improved concentration.¹

1 “Fast Facts”. *Centers for Disease Control and Prevention*. June 2, 2021. www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm

2 “Nicotine Without Smoke: Tobacco Harm Reduction”. *Royal College of Physicians*. April 28, 2016. www.rcplondon.ac.uk/projects/outputs/nicotine-without-smoke-tobacco-harm-reduction

3 “E-Cigarettes and Heated Tobacco Products: Evidence Review”. *Public Health England*. March 2, 2018. www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review

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9 “Cigarette Smoking Among Adults - United States, 2003”. *Centers for Disease Control and Prevention*. May 27, 2005. <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm5420a3.htm>

10 Caponetto, Pasquale; Et Al. “A Single-Arm, Open-Label, Pilot, and Feasibility Study of a High Nicotine Strength E-Cigarette Intervention for Smoking Cessation or Reduction for People with Schizophrenia Spectrum Disorders Who Smoke Cigarettes”. *Nicotine and Tobacco Research*. March 16, 2021. <https://doi.org/10.1093/ntr/ntab005>

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WHAT DO EXPERTS SAY ABOUT VAPING?

“VAPING IS **LESS HARMFUL** THAN SMOKING.”

- GOVERNMENT OF CANADA ¹



“THERE IS NO DOUBT THAT SMOKERS WHO SWITCH TO VAPING **DRAMATICALLY REDUCE THE RISK** TO THEIR HEALTH.”

- NEW ZEALAND HEART FOUNDATION ³



“MAKE NO MISTAKE. WE SEE THE POSSIBILITY FOR E-CIGARETTES TO PROVIDE A **POTENTIALLY LESS HARMFUL ALTERNATIVE** FOR CURRENTLY **ADDICTED INDIVIDUAL ADULT SMOKERS.**”

- U.S. FOOD AND DRUG ADMINISTRATION ⁵



“VAPING IS A FRACTION OF THE RISK OF SMOKING, AT LEAST **95% LESS HARMFUL**, AND OF NEGLIGIBLE RISK TO BYSTANDERS.”

- PUBLIC HEALTH ENGLAND ²

“EXPERTS HAVE REVIEWED ALL THE RESEARCH DONE ON E-CIGARETTES IN THE PAST FEW YEARS AND FOUND **NO SIGNIFICANT RISKS** FOR PEOPLE USING E-CIGARETTES.”

- BRITISH LUNG FOUNDATION ⁴



Sources:

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2. “E-cigarettes and Heated Tobacco Products: Evidence Review”, Public Health England.

3. “Is Vaping Safer than Smoking?”, New Zealand Heart Foundation.

4. “There’s More Evidence Than Ever That E-Cigarettes are Safer Than Smoking”, British Lung Foundation.

5. “Statement from FDA Commissioner Scott Gottlieb, M.D.”, U.S. Food and Drug Administration Press Office.

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WHY ARE E-CIGARETTE TAXES BAD PUBLIC HEALTH POLICY?

E-Cigarette taxes are taxes imposed on manufacturers, retailers, or consumers of electronic cigarettes or vaping products. Often, e-cigarettes are included in the definition of tobacco products for tax purposes, even though e-cigarettes do not contain any tobacco and are 95% less harmful than cigarettes.

- Imposing taxes on products proven to be 95% safer than cigarettes and an effective tool for smoking cessation drives adults to more deadly alternatives, going against every principle of sound public policy.
- As the price of a product increases, its use decreases. The same is true of e-cigarettes.
- There is “consistent and robust evidence” that taxes on e-cigarettes increase smoking rates, decrease smoking cessation, and lead to more tobacco-related deaths.¹²
- The National Bureau of Economic Research determined that Minnesota’s tax on e-cigarettes prevented 32,000 adult cigarette smokers from quitting.¹³
- If imposed on a national scale, Minnesota’s e-cigarette tax would prevent 1.8 million American smokers from quitting over the next ten years.
- If e-cigarettes were taxed at the same level as traditional cigarettes, smoking participation would increase 8.1% and 2.75 million smokers would be deterred from quitting. **Small increases in projected revenue should never come at the expense of human lives.** E-cigarette taxes drive consumers back to combustible tobacco, causing serious damage to their health and potentially leading to their death.
- For each 10% increase in the tax rate on e-cigarettes, e-cigarette sales can be expected to drop 26% while combustible cigarette sales will rise 11%.
- High tax rates on e-cigarettes also promote a black market for the products. Multi-million-dollar crime syndicates, that also engage in human trafficking and money laundering, flood the black market with unsafe products that produce revenue used to fund terrorism. For this reason, the U.S. State Department has explicitly stated that tobacco smuggling is “a threat to national security”.¹⁴

12 Saffer, Henry; Dench, Daniel L.; Grossman, Michael; Dave, Dhaval M. “E-Cigarettes and Adult Smoking: Evidence from Minnesota”. *National Bureau of Economic Research*. December 2019. www.nber.org/papers/w26589

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14 “The Global Illicit Trade in Tobacco: A Threat to National Security”. *U.S. Department of State; U.S. Department of Justice; U.S. Department of the Treasury; U.S. Department of Homeland Security; U.S. Department of Health*. 2009-2017. www.2009-2017.state.gov/documents/organization/250513.pdf

WHY IS A BAN ON FLAVORED VAPES POOR PUBLIC HEALTH POLICY?

Prohibitions on flavored vaping products, often referred to as “flavor bans”, make it illegal to sell any e-cigarette or e-liquid that contains a non-tobacco flavor. Flavored vapes are highly popular among adult vapers and are more effective at helping smokers quit than unflavored ones.

- Flavor bans heavily effect state tax revenues. **Massachusetts imposed a ban on flavored vapes and tobacco products and is currently losing over \$10 million a month in excise tax revenue to neighboring states.**^{15 16}
- **Flavor bans also lead to increased youth cigarette smoking.** A study from Yale School of Public Health found that when San Francisco imposed a flavor ban in 2018, youth smoking doubled.¹⁷
- Before San Francisco’s flavor ban, the city had lower youth smoking rates than comparable counties like New York and Los Angeles. After the flavor ban, San Francisco’s youth smoking rate rose to 6.2% while comparable districts had an average rate of 2.8%.¹⁸
- A study from leading researchers on cancer prevention, tobacco control, and public health found that **smokers who use sweet-flavored vapor products were 43% more likely to quit smoking than those who used unflavored or tobacco flavored vapor products.** Of those who quit smoking, 48% quit nicotine use entirely.¹⁹
- Flavor bans outlaw entire sections of a state’s economy and disproportionately hurt small businesses.
- Flavor bans increase illicit, black-market activity when a product is banned. This drives down tax revenues and increases youth access to vaping because criminal smugglers do not follow the rigorous age-verification requirements mandated at reputable vape outlets.
- Contrary to the claims of anti-vaping advocates, **flavors play no role in youth uptake of vaping.** Academic studies have found that teenage non-smokers “willingness to try plain versus flavored varieties did not differ” and a mere 5% of vapers aged 14-23 reported it was flavors that drew them to e-cigarettes.²⁰

¹⁵ Boesen, Ulrik. “Massachusetts Flavored Tobacco Ban Has Severe Impact on Tax Revenue”. *Tax Foundation*. January 19, 2021. taxfoundation.org/massachusetts-flavored-tobacco-ban/

- 16 Abramson, Karl. "Massachusetts' Flavor Ban Fiasco is Costing the State Millions in Tax Revenue". *Americans for Tax Reform*. May 4, 2021. www.atr.org/massachusetts-flavor-ban-fiasco-costing-state-millions-tax-revenue
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- 18 Abramson, Karl. "STUDY: San Francisco's Ban on Flavored Tobacco More than Doubled Youth Smoking". *Americans for Tax Reform*. May 26, 2021. www.atr.org/study-san-francisco-s-ban-flavored-tobacco-more-doubled-youth-smoking
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- 20 Wood, Georgia; Et Al. "Youth Perceptions of JUUL in the United States". *Journal of the American Medical Associations Pediatrics*. May 4, 2020. <https://10.1001/jamapediatrics.2020.0491>

WHY ARE FLAVORED VAPE BANS HARMFUL?

YOUTH VAPING

FLAVORS PLAY **NO** ROLE IN YOUTH UPTAKE OF VAPING.^{1 2}



SMOKING RATES

A BAN ON FLAVORED VAPES IN SAN FRANCISCO CAUSED YOUTH SMOKING RATES TO **MORE THAN DOUBLE** AFTER A DECADE OF STEADY DECLINE.³



SAVES LIVES

6.6 MILLION AMERICAN LIVES WOULD BE SAVED IF A MAJORITY OF CIGARETTE SMOKERS IN THE U.S. SWITCHED TO VAPING.⁴



ATTEMPTING TO QUIT

A SMOKER ATTEMPTING TO QUIT WITH A FLAVORED VAPE IS **43% MORE LIKELY TO SUCCEED** THAN WITH AN UNFLAVORED PRODUCT.⁵



LESS HARMFUL

VAPING IS AT LEAST **95% LESS HARMFUL** THAN TRADITIONAL CIGARETTES.⁶



Sources:

1. "Youth Perceptions of JUUL in the United States", Journal of the American Medical Association Pediatrics.

2. "Consumer Preferences for Electronic Cigarettes", Tobacco Control Journal.

Smoking Rates:

3. "A Difference-in-Differences Analysis of Youth Smoking and a Ban on Sales of Flavored Tobacco Products in San Francisco, California", Journal of the American Medical Association Pediatrics.

4. "Potential deaths averted in USA by replacing cigarettes with e-cigarettes", British Medical Journal.

Attempting to Quit:

5. "Findings from the 2016 and 2018 ITC 4CV Surveys", Nicotine and Tobacco Research.

Less Harmful:

6. "E-cigarettes and Heated Tobacco Products: Evidence Review", Public Health England.

WHAT IS PREEMPTION AND WHY IS IT IMPORTANT?

Preemption legislation focuses on local policies regarding tobacco products and reduced harm alternatives to tobacco like e-cigarettes. Preempting local governments and governmental bodies from implementing stricter policies than already exist at the state level protects businesses and taxpayers from costly regulations that destroy businesses and cost jobs.

- **It is the fundamental responsibility of state governments to protect their citizens even when those threats come from local government officials.**
- “Local control” at its core is about safeguarding individual liberties and restricting the growth of government. It must not be a free pass for cities to do whatever they want because localities are just as capable of being conduits for heavy-handed laws that will harm citizens. When that is at stake, **state action is essential to safeguard individual freedoms.**
- Preemption removes the ability of local governments, town or city councils, local health boards, and more to implement policies stricter than those already in place at the state level on tobacco and reduced harm tobacco alternatives like e-cigarettes.
- **Preemption legislation protects businesses and taxpayers** across the state from harmful regulations and taxes that destroy businesses and cost jobs while establishing appropriate licensure and regulation of tobacco and reduced harm products.
- It is smart, good governance to have issues regarding public health decided at the state level rather than local due to the level of increased scrutiny, transparency and accountability it provides.
- Local government officials act without the degree of scrutiny and accountability found at the state level and may seek impose punitive taxes without thinking of the hardship this may cause for both employers and consumers.
- Local governments also lack the expertise in healthcare policy which can cause local restrictions and levies to act contrary to all available science and data.
- **Preemption protects state revenue streams** by preventing a product from being unfairly banned or local tax hikes that would incentivize black-market smuggling.
- Restricting access to reduced harm alternatives to tobacco like e-cigarettes and other vapor products, which have been proven to be 95% less harmful than cigarettes, would lead to further strains on the state budget due to the healthcare costs

incurred by people prevented from using them to quit smoking.²¹

- Preemption legislation prevents local authorities from banning flavored vaping devices which are proven to be incredibly helpful for smoking cessation among adults.
- Enacting preemption legislation removes the possibility that a patchwork of local ordinances would damage public health while making your state a more complicated and expensive place to do business.

²¹ “E-Cigarettes and Heated Tobacco Products: Evidence Review”. *Public Health England*. March 2, 2018. www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review

CASE STUDY: SAN FRANCISCO

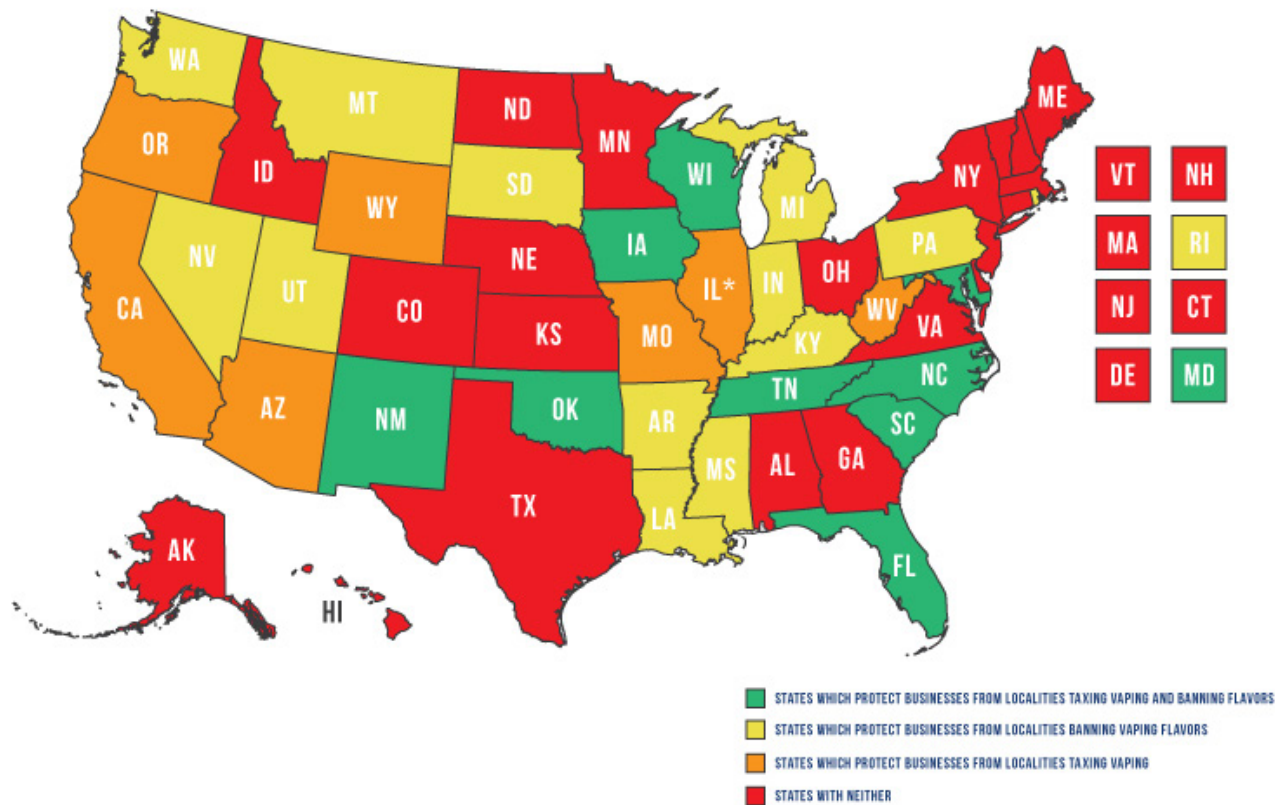
In 2018, San Francisco enacted a flavor ban on vaping products. Professor Abigail Friedman from the Yale School of Public Health examined smoking rates in San Francisco school districts and compared them to rates in other major school districts like New York City, Miami, and Los Angeles. What Dr. Friedman found is that “San Francisco’s ban on flavored tobacco product sales was associated with increased smoking among minor high school students relative to other school districts”.

Not only did youth smoking increase, but it more than doubled. Dr. Friedman was able to determine that the flavor ban “was associated with more than doubled odds of recent smoking among underage high school students”. In the years before the flavor ban was enacted, San Francisco’s youth smoking rate was consistently declining and was lower than the rates in comparable districts. After the ban was implemented, San Francisco’s youth smoking rate skyrocketed to 6.2%. In the comparable districts, the smoking rate had fallen to 2.8%, an all-time low.

MAP OF PREEMPTION LEGISLATION STATUS IN THE UNITED STATES

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STATE VAPING PREEMPTION



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WHY ARE PROHIBITIONS ON REMOTE OR ONLINE SALES HARMFUL FOR PUBLIC HEALTH?

Proposals that seek to prohibit remote or online sales makes it illegal for distributors to sell vaping or nicotine-containing products online or have them delivered to consumers. While many in urban and suburban areas have nearby access to a local vape shop, the same cannot be said for those in rural areas. For these folks, banning online sales removes their access to life-saving products.

- When remote or online sales of vapor products are banned, **people in rural areas lose their ability to access such products.** E-cigarettes and vapes are proven to be at least 95% less harmful than combustible cigarettes while a comprehensive harm analysis estimates that they contain just 4% of the harm traditional cigarettes have.^{22 23}
- When access is restricted, rural smokers are much less likely to quit smoking with e-cigarettes which are the most effective method of smoking cessation and more than twice as effective as nicotine replacement therapies like gum or patches.²⁴
- For rural smokers who quit with vaping, a ban on online sales takes away a product that quite literally can save their life. **Without access to vaping, ex-smokers will either turn to the black market in search of their preferred vaping product or return to smoking cigarettes.**
- A ban on remote sales creates a boon for criminal enterprises that smuggle illicit goods. These multi-million-dollar syndicates use their profits to fund terrorism and engage in human trafficking and money laundering.²⁵
- A large-scale analysis from Georgetown University Medical Center estimates that 6.6 million American lives can be saved if a majority of cigarette smokers switched to vaping.²⁶ This encouraging number is significantly decreased if rural Americans, who have the highest smoking rates in the country, lose access to vapor products.²⁷

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WHY ARE NICOTINE CAPS DAMAGING FOR PUBLIC HEALTH AND UNNECESSARY?

Nicotine cap proposals seek to limit the concentration of nicotine in e-cigarettes, e-liquids, and other vaping products. Often arbitrarily determined, nicotine caps lack any evidence in support of the policy while there is ample data that demonstrates a limit on nicotine concentration has serious consequences for public health.

- In seeking to limit the concentration of nicotine in vapes, **proponents of this proposal fundamentally misunderstand the science regarding nicotine.**
- Although potentially lethal at very high doses, the blood levels typically achieved by consuming nicotine via harm reduction products “does not result in clinically significant short- or long-term harms” which is why smokers have been using nicotine replacement therapies (NRT) for decades without incident.²⁸
- NRT’s attempt to replicate smoking with nicotine patches and gums that provide users with controlled doses of nicotine. These products are widely sold as consumer goods, including to people under the age of 18 and for smokers as young as 12 years old, with no noted adverse effects.
- **There is no current evidence that an arbitrary limit on the strength of nicotine vapor products available for adult consumption would benefit public health.**
- Imposing caps on the amount of nicotine in many vapor products limits the number of effective products on the market designed to transition smokers from cigarettes to reduced harm alternatives.
- For heavy smokers, products whose nicotine strength exceeds this limit are essential for quitting smoking. Limiting their ability to purchase these products would further disincentivize smokers from making the switch.
- High strength nicotine product, which nicotine caps would prohibit, have been **scientifically proven to help those struggling with mental health issues**, who smoke at rates three to four times the national average, quit the deadly habit of cigarettes.²⁹
- A study of schizophrenic cigarette smokers found that 40% of participants completely stopped cigarette smoking in just twelve weeks and 92.5% of participants reduced their cigarette smoking by at least 50% over those twelve weeks.³⁰
- By the end of the study, 61.9% of participants reported feeling more awake, less

irritable, and had a greater ability to concentrate. Even more remarkable, the participants in the study had no initial desire to quit cigarettes.

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FACT OR FICTION? DEBUNKING MYTHS ABOUT VAPING

Misconceptions about vaping are incredibly common, particularly among the people who vaping would benefit most. For adult smokers, switching from cigarettes to vape products can save their life. In the interests of public health, it is critical that myths about vaping are debunked so people can better understand these products. This fact check confronts several of the most widely spread misconceptions about vaping.

Myth: Vaping is just as harmful as cigarette smoking.

Fact: Vaping is estimated to be at least 95% less harmful than cigarette smoking. More than 60 public health organizations and medical bodies have publicly endorsed vaping as safer than smoking.^{31 32}

Myth: Nicotine causes cancer.

Fact: No, nicotine does not cause cancer. Nicotine, while addictive, is not classified as a carcinogen and is relatively benign, like caffeine. Cigarette harm comes, not from nicotine, but from tar and thousands of chemicals produced by the combustion process - the “smoke”.³³ E-cigarettes do not have a combustion process and produce vapor, not smoke, so these harmful chemicals are absent.

Myth: Vaping causes “popcorn lung”.

Fact: No, vaping does not cause bronchiolitis, known as “popcorn lung”. Multiple scientific studies have found no indication that e-liquids cause it and there has never been a recorded case of a vaper developing this condition.³⁴

Myth: E-cigarettes and vaping caused the 2019 outbreak of EVALI (severe lung injury).

Fact: Nicotine vaping did not cause severe lung disease. The outbreak of EVALI that occurred a few years ago was tied directly to a chemical present in black-market THC vapes, Vitamin E Acetate, that has never been found in nicotine-containing vapes or e-cigarettes.³⁵

Myth: There is a youth vaping “epidemic”.

Fact: Claims of a youth vaping epidemic lack supporting evidence. Surveys showing high usage among teens have artificially high response rates because they routinely classify

someone as a vaper if that person has tried even one puff in a 30-day period. Academic analysis found that National Tobacco Youth Survey data did not support claims of a new epidemic of nicotine addiction.³⁶

Myth: Vaping, like combustible cigarettes, disproportionately harms vulnerable populations.

Fact: Vaping has tremendously positive effects on disadvantaged populations and helps to reverse the damage that big tobacco companies caused by targeting the impoverished, racial minorities, LGBTQ persons, and those suffering from mental illness and substance abuse. Vaping is critical to helping these vulnerable people quit the deadly habit of smoking and has been found to be more effective than any other nicotine replacement therapy.³⁷

Myth: The reason teenagers vape is the available flavors.

Fact: Flavors have no effect on youth use.³⁸ A mere 5% of young vapers reported it was the flavors that attracted them to e-cigarettes and academic studies have found that teenage non-smokers willingness to try plain versus flavored e-cigarettes does not differ. However, studies have shown flavors to be vital for adult smoking cessation.

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DO VAPING LAWS IMPACT ELECTIONS?

- The highly esteemed polling firm McLaughlin and Associates conducted a poll in 2020 of American vape consumers in 17 battleground states.^{39 40}
- **83% of American vapers are “likely” to vote for or against a candidate “based solely on his or her position on nicotine vapor products” and vaping issues.**
- 50% of American vapers are “very” likely to vote for a candidate solely because of their position on vaping.
- **American vapers are highly engaged in politics and political activism.** 96% of vapers reported as being “likely” to vote in the 2020 election and 85% said they would “definitely” be voting in the election. 90%.
- On a generic ballot, vape consumers in battleground states favor Republicans over Democrats (46% to 24% respectively), with 30% undecided.
- **Supporting a ban on flavors in all nicotine vapor products is a political liability. Nearly all (96%) vapor consumers are LESS likely to vote for a candidate who supports a flavor ban.** The intensity (92% much less likely) shows the passion they share on this issue.
- Similarly, **opposing a ban on flavors has incredible political upside for candidates.** 88% of American vapers are more likely to vote for a candidate who opposes flavor bans, while 79% are “much more likely” to cast their vote for an opponent of flavor bans.
- The swing states of Michigan, Florida, Pennsylvania, and Wisconsin have a combined 2 million adult vapers, a vast majority of which can be considered “single issue voters”.
- Joe Biden won the states of Michigan, Pennsylvania, and Wisconsin by roughly 250,000 votes.
- In 2020, the presidential margin of victory in Arizona was less than 11,000.
- Joe Biden won the state of Georgia by fewer than 12,000 votes.

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WHAT ARE OTHER REDUCED HARM ALTERNATIVES TO TOBACCO PRODUCTS?

While e-cigarettes are the most widely known alternative that exposes users to less harm than combustible cigarettes, there are many other products that are used across the globe to help smokers quit their deadly habit.

HEAT-NOT-BURN TOBACCO PRODUCTS

- Heat-Not-Burn products (HNBs) are most popular in Japan, where **cigarette sales fell by 43% over five years as a direct result of increased HNB use.**⁴¹
- Switching from cigarettes to HNBs reduces a user's exposure to harmful chemicals by heating tobacco, to create a vapor, rather than undergoing a combustion process that creates smoke.
- **The U.S. Food and Drug Administration (FDA) authorized the marketing of an HNB product in 2020 as having “reduced exposure” to harmful substances.**⁴²
- FDA noted that the heating process “significantly reduces the body's exposure to 15 specific harmful and potentially harmful chemicals” as well as “potential carcinogens and toxic chemicals”.
- A study from January 2021 found that Heated Tobacco Products (HTP) emitted 87.4% less carbonyl compounds than a conventional cigarette.⁴³ Carbonyl compounds include formaldehyde, acetaldehyde and acrolein which are incredibly harmful.
- The same study determined that a puff of an HTP produced **96.2% less PAHs** (polycyclic aromatic hydrocarbons) than a conventional cigarette puff. While PAHs “generally have a low degree of toxicity”, continued exposure to them, like long-term cigarette smoking, can cause lung, skin, and bladder cancer.

SWEDISH SNUS

- In Sweden, men use more smokeless tobacco than any other country and have the **lowest rate of lung cancer** in the developed world.⁴⁴
- The smokeless tobacco used in Sweden, called snus, is a “clean” tobacco product that **contains significantly less toxins than other tobacco products.**
- FDA has granted a “reduced exposure” marketing authorization for eight different

Swedish snus products, allowing them to state that the product “puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.”⁴⁵

NICOTINE POUCHES

- Nicotine pouches are completely tobacco-free and contain nicotine, food-grade ingredients, and plant fibers.⁴⁶
- The toxicant profile of pouches is less than snus. Pouches contain only trace levels of harmful chemicals and have low levels of enamel staining.

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STATES DEFY SCIENCE AND COST LIVES WITH VAPE FLAVOR BANS

BY [KARL ABRAMSON, THE WASHINGTON TIMES](#)

Politicians in 13 states are considering bans on flavored vaping products. But flavors are the very thing that allows smokers to quit. If these politicians had bothered to visit their local vape shop and talk to the people there, they would know this.

The lawmakers are ignoring the overwhelming evidence that vaping is the best possible tool to help smokers quit smoking. A landmark study was just released proving what tobacco harm reduction experts have known for quite some time. Conducted by ten of the world's leading experts on public health, the study determined that flavors lead to a 43% increase in the likelihood of smoking cessation. Prohibiting access to lifesaving products could lead to millions of easily preventable deaths.

Cigarette smoking is responsible for the deaths of 480,000 Americans a year, more than 50 deaths every hour. These deaths are caused by dangerous chemicals produced when a cigarette is smoked, not the presence of nicotine.

In the last decade, Americans tinkering in their garages and basements pioneered the most effective quit-smoking tools: e-cigarettes and vapor products. These products deliver nicotine through water vapor, mimicking the activity of smoking while removing the dangerous carcinogens in cigarettes, making vapor products 95% safer than cigarettes.

Vaping has been shown to be at least twice as effective at helping people end cigarette use than traditional replacements and has been endorsed by over 30 of the world's leading health organizations. A recent study by Public Health England discovered that over 50,000 smokers in England, who would not have quit otherwise, used vaping to quit cigarette use over the span of just one year.

Vaping products are also essential to closing the gap on health inequalities. Experts at the University of Glasgow determined e-cigarettes particularly help disadvantaged people quit smoking, decreasing socioeconomic disparities in health.

While scientific evidence continues to mount in support of vaping, state legislatures across the United States are currently considering measures that would prohibit flavors. In Connecticut, Hawaii, Kansas, Maryland, Minnesota, Missouri, New Jersey, New Mexico, New York, Oregon, Texas, Washington, and Vermont, legislators have proposed bans on

flavored vaping products.

Prohibiting the sale of all vaping products except for those with tobacco flavor would have disastrous consequences on public health and lead to an indisputable increase in tobacco-related deaths.

A recent study from ten leading experts on public health, cancer prevention, and tobacco control found that cigarette smokers using “sweet” flavored vapes were 43% more likely to quit cigarette use than smokers using tobacco flavored or unflavored vapes.

This study, published in the world’s most prestigious peer-reviewed academic journal, also determined that 48% of those who used flavored vapes quit nicotine use entirely. These findings discredit the claims of anti-vaping advocates that believe, without proof, that flavored vapor products are more likely to lead to nicotine dependencies than unflavored products.

Another argument common among promoters of flavor bans is that flavors increase the appeal of vaping to children. Real-world evidence from San Francisco proves otherwise. When the city enacted a complete flavor ban, identical to many proposals currently under consideration, there was proven to be no effect on vape usage among youths.

Rather, after a decade of steady decline in youth cigarette smoking rates, there has been a significant increase in cigarette use among San Francisco youths since the flavor ban was implemented. Youth cigarette usage has continued to decline in cities and states that have avoided enacting bans on flavored products. These trends provide even more evidence illustrating the danger of these anti-science prohibitions.

Science has proven, again and again, that flavored vaping products are essential to the process of smoking cessation. Lawmakers too often choose to disregard this proof and instead support policies that will keep people smoking traditional cigarettes.

It is imperative that legislators reject proposals that prohibit flavors in vaping products. If a majority of cigarette smokers in the U.S. made the switch to vaping, 6.6 million lives would be saved. Elected officials cannot in good faith vote for policies that would directly cause the deaths of millions of Americans.

Cigarettes kill. Flavored vapes help people quit. Leave the people alone.

ANTI-VAPING LAWS HAVE CRIMINAL JUSTICE RAMIFICATIONS

BY **KARL ABRAMSON, INSIDE SOURCES DC**

Disturbing videos from Ocean City, Maryland are prompting public outcry after altercations regarding public vaping resulted in teenagers being tasered, kneed, and violently restrained by police. On a recent Saturday evening, a group of teenagers were observed vaping on a boardwalk and were informed by police of a local ordinance prohibiting such activity. After speaking with the teens, police noticed a teen taking another puff from the vape. The officers re-engaged with the group and videos are now circulating showing the officers attacking the youths.

In a separate incident, Ocean City police stopped a man for alleged vaping and tasered him while following police instructions and holding his hands above his head. According to witnesses, police ordered 18-year-old Taizier Griffin to remove his backpack and tasered him when he moved to do so. Griffin collapsed unconscious before being hog-tied by officers and placed in a police van.

Make no mistake, these alarming incidents are the direct result of efforts across the country to criminalize vaping. In the face of overwhelming data against such proposals, politicians push for prohibitions on flavors and other restrictions that exacerbate the over-policing of minority populations while harming public health.

Amidst the ongoing nationwide discussion regarding police brutality and racial equality, the Biden administration is actively taking steps to prohibit menthol cigarettes, a move that would criminalize a product used predominately among Black smokers. The move is opposed by civil rights advocates like Al Sharpton and the ACLU flavor prohibitions “disproportionately impact people and communities of color,” and “instigate unconstitutional policing and other negative interactions with local law enforcement.” The Ocean City incidents perfectly illustrate the validity of these concerns.

When Griffin was tased by police, he was subject to more harm than vaping could ever cause. Since 2000, more than 1,000 people have died after being tased by police. A study has found the shock from a taser can lead to cardiac arrest and sudden death. There has not been a single recorded case of a vaper dying from nicotine-containing e-cigarette. Tragically, nine in 10 of those who have died from being tased by police were unarmed, just like Griffin.

It should upset anyone who cares about criminal justice reform that the same politicians who claim to care about repairing the relationship between police and minority communities relentlessly push for restrictions on vaping. In doing so, they ignore the advice of countless medical experts, public health organizations, and civil rights advocates.

Unfortunately, advocating against vaping can be quite profitable thanks to billionaire Mike Bloomberg who has poured hundreds of millions of dollars into an effort to influence vaping policy. After receiving funding from Bloomberg, anti-smoking charities that had previously recommended vaping as an alternative to e-cigarettes reversed their claims.

This is the same Bloomberg who enthusiastically pushed stop-and-frisk policies in New York City. During his 12 years as mayor, police stopped and frisked roughly 5 million people, most of whom were young Black or Brown men. In 2013, a federal judge ruled the policy violated the rights of minorities in New York. It should come as no surprise that Bloomberg's funding is further contributing to the over-policing of minorities.

Predictably, he enthusiastically supports President Joe Biden's menthol proposal and claims the move will save hundreds of thousands of lives. Bloomberg should look at analysis from Georgetown University Medical Centre that estimates vaping can save 6.6 million American lives. Vaping is a life-saving invention, not something to be criminalized.

Far too often, interactions between police and people of color, like the ones in Ocean City, result in tragedies. If we as a country are serious about reforming our criminal justice system and reducing racial disparities, we must consider the consequences of public policies. Restrictions on vaping lead to incidents like the disturbing ones this past weekend and prevent smokers from transitioning to a product 95 percent less harmful than cigarettes. There can be no question that they cost lives.

FEDERAL MAIL BAN ON VAPE PRODUCTS JEOPARDIZES RURAL HEALTH

BY KARL ABRAMSON, AMERICANS FOR TAX REFORM

At the end of 2020, Congress enacted legislation that would put the health of millions of adults, particularly those living in rural communities, in jeopardy. The measure -- passed without debate and stuffed into the massive omnibus spending package -- imposes a government ban on the adult purchase of reduced-risk tobacco alternatives through the mail. This will push many adults back to smoking deadly combustible cigarettes.

While many in urban and suburban areas have access to specialized stores stocking reduced risk tobacco alternatives, this is not a practical option in rural America. These Americans have the highest smoking rates in the country and large numbers are veterans who previously placed their lives on the line for this country. Now they will be banned from purchasing through the mail life-saving alternatives to tobacco such as personal vaporizers which have been proven to be 95% safer than combustible cigarettes.

Although this legislation only specifically forbids the USPS from deliveries, it included the imposition of severe regulations and extravagant fees now required for all shipments. As a result, FedEx and UPS announced they will end home delivery of vaping products, leaving no recourse for rural smokers wanting to quit to purchase these products legally. FedEx will end vapor shipments on March 1 and UPS will do so on April 5.

Sadly, while Americans in rural areas will suffer, cigarette manufacturers will benefit as adults revert to their previous smoking habit.

This will have deadly consequences. An analysis coordinated by Georgetown University Medical Center and performed by leading cancer researchers found that if a majority of U.S. smokers made the switch to vaping, more than 6.6 million premature deaths would be avoided. Of these lives saved, 1.5 million would be from rural communities.

For Alabama grandmother Leslie Ross, this legislation is personal. After 27 years of smoking two packs of cigarettes a day, and multiple attempts to quit with nicotine patches, gum, and prescription medications, Ross made the switch to vaping products. Since then, her asthma and COPD, which she was diagnosed with at the age of 24, have drastically improved. "Vaping has saved my life," Ross tells this author in an interview for this essay, adding that she hasn't touched a cigarette since her third day vaping.

The passage of the Vape Mail Ban endangers countless folks who, like Ross, order their products online and receive them through home delivery services. To access her preferred vaping product, Ross would need to drive almost four hours to reach the nearest store that offers it. That leaves adults with the choice of using products that don't work for them or returning to readily available cigarettes.

“Some vapers will return to combustible cigarettes,” Ross said, adding that “others will turn to the black market” in search of their product.

While the legislation was given the name, “Preventing Online Sales of E-Cigarettes to Children Act” it punishes adults while sadly opening up new avenues for youth access. Ironically, criminals selling illegal devices and substances on the black market do not obey laws or follow mandated age verification requirements, likely increasing access for minors, which this legislation had intended to prevent.

The impacts of this bill on public health cannot be overstated. The CDC has reported that cigarette smoking is responsible for the deaths of over 480,000 Americans each year. Additionally, smoking is linked to an increased risk of respiratory infections, and an additional increase in the severity of such infections.

Amidst the COVID-19 pandemic, and considering that coronavirus is a severe respiratory illness, many are baffled that our elected officials would enact such measures. American Vaping Association president Gregory Conley said, “The American people should start questioning why government is so intent on making it harder for adults to quit smoking.”

Lawmakers ought to reverse this policy to prevent detrimental health effects to American adults residing in rural areas.

MASSACHUSETTS' FLAVOR BAN DISASTER

BY **TIM ANDREWS, AMERICANS FOR TAX REFORM**

When Massachusetts implemented a ban on all flavored tobacco products, including menthol cigarettes and flavored smokeless tobacco, in the middle of 2020, experts predicted it would have no impact upon smoking rates despite what proponents of the ban claimed. Critics of the ban predicted that while failing to curb smoking, the ban would impose serious cost to the Commonwealth in the form of plummeting tax revenue caused by cross-border purchases and the creation of a booming black market.

With six months of data now available, these predictions have proven accurate. As a direct result of the ban, the Bay State is losing more than \$10 million a month in tax revenue to neighboring states and criminal black-market syndicates, while smoking rates remain unchanged.

The data is undisputed. Since the flavored tobacco products ban took effect, Massachusetts retailers have sold 17.7 million fewer cigarette packets compared to the same six months in the prior year, while neighboring Rhode Island and New Hampshire have combined to sell 18.9 million more as Massachusetts residents stock up across state lines. The loss to the state, already in the midst of a fiscal crisis brought on by the Covid-19 pandemic, has thus far been a staggering \$73,008,000. Given fewer than \$5 million of the over \$500 million the state collects in tobacco excise is spent on smoking cessation programs, the remainder allocated to the general fund, this shortfall will likely lead to further tax increases, hurting struggling families and businesses at the time they can afford it least.

While the states of Rhode Island and New Hampshire have been some of the biggest beneficiaries of Massachusetts' ban, collecting close to \$50 million in additional revenue, criminal syndicates have also benefited. Even prior to the ban, illicit tobacco accounted for over 20% of tobacco consumed in Massachusetts. Contrary to popular belief that tobacco smuggling a victimless crime consisting of someone purchasing a few extra cartons across state lines, in reality most tobacco smuggling is run by multi-million-dollar organized crime syndicates. These networks, who also engage in human trafficking & money laundering, have also been used to fund terrorist and the US State Department has explicitly called tobacco smuggling a "threat to national security".

The Massachusetts Department of Revenue is not the only loser, however. Thousands of Bay State small business owners operating convenience stores and gas stations, many of whom are already struggling amid the pandemic-driven downturn, are losing even

further as they are unable to sell products their competitors across the state line are able to offer, or that can be found from an illegal seller.

In addition to lost revenue and the financing of criminal activities, another adverse effect of these bans is the disproportionate harm it inflicts upon minority communities. Approximately 80% of Blacks and 35% of Latinos who choose to smoke prefer menthol cigarettes, and black adults are 60% of cigarillo and non-premium cigars smokers, with these products often flavored. For this reason, civil liberty organizations such as the ACLU and the Law Enforcement Action Partnership oppose flavor bans as they “disproportionately impact people and communities of color.”

With flavor bans failing to reduce smoking in Massachusetts (as they have failed in multiple other jurisdictions), it is time for regulators to look for a better way to reduce smoking rates. Fortunately, one exists. Reduced risk tobacco alternatives, such as personal vaporizers, have been overwhelmingly proven to be 95% safer than combustible cigarettes, and at least twice as effective as more traditional nicotine replacement therapies, leading to the sharpest declines in both adult and youth smoking on record. For this reason, they are endorsed by 60 of the world’s leading medical bodies and promoted as a quit smoking aid by government agencies such as Public Health England. Extrapolating from a large-scale analysis by the US’s leading cancer research and coordinated by Georgetown University Medical Centre, if a majority of Massachusetts smokers made the switch to vaping, close to 150,000 lives would be saved; nationally the number would be 6.6 million

The ban on flavored tobacco in Massachusetts has done nothing to reduce smoking rates or youth uptake but has led to a sharp plunge in tax collections and done unnecessary harm to small businesses. Massachusetts is a cautionary tale for other states, demonstrating the unintended negative consequences that ill thought-out bans result in.

BANNING FLAVORED E-CIGARETTES MIGHT COST TRUMP REELECTION

BY PAUL BLAIR, THE WASHINGTON EXAMINER

In a striking blow to common sense and the well-being of millions of people, President Trump announced Wednesday that his administration would be moving forward on rules to prohibit the sale of all flavored e-cigarettes. This misguided move will kill more than 10,000 small businesses, eliminate nearly 90,000 jobs, and force millions of adults who use e-cigarettes to reduce and eliminate their dependence on harmful cigarettes to seek out vaping products on the unregulated black market or return to smoking. Even more, this march toward prohibition will do irreparable harm to the coalition needed by Republicans to secure victory in 2020.

On the basis of public health alone, limiting the ability of adults to access reduced-risk and proven-effective alternatives to cigarettes is an unjust assault on consumer freedom. The global scientific consensus is that when an adult vapes nicotine instead of smoking a cigarette to get nicotine, the commercially available e-cigarette reduces the harm associated with smoking by at least 95%. Without combustion, there is no tar. Smoking is deadly because of the byproduct of lighting something on fire. Even skeptics such as former FDA Commissioner Scott Gottlieb and current Center for Tobacco Products Director Mitch Zeller agree with this assessment on the potential health benefit of adults making the switch.

While the evidence about the net public health benefit of vaping over smoking for America's 34 million adult smokers is overwhelming, an onslaught of orchestrated attacks against the vaping industry has convinced some people that vaping is the most dangerous thing known to man. Lost in the entire debate, however, is the question of what exactly people are vaping. Of the six recent deaths attributed to vaping, multiple deaths involved illicit street cannabis, THC, and unknown oils obtained on the black market. Blaming "vaping" for a person's use of illegally obtained marijuana street liquid is like blaming the dangers of "driving" for a person's consumption of 10 drinks they found behind a bar dumpster before getting behind the wheel of a car and going to the store. This new "scourge" and the "epidemic" of vaping is best described as a misinformed moral panic.

If the Trump administration has genuine concerns about the health effects of unregulated cannabis, THC, and the marijuana market, it can begin a lobbying effort to reclassify and regulate the products as something other than Schedule I substances at the federal

level. If, however, they impose a ban on flavored nicotine e-cigarettes, they should know they are threatening a potentially powerful political constituency.

A ban on flavored e-cigarettes could cost Trump a second term. Census data and a state-by-state analysis of the prevalence of adult vaping published in the *Annals of American Medicine* in 2016 suggest vapers vote and could threaten to derail Trump's reelection campaign.

Voters in at-most 12 states with an adult population of 79 million will determine the outcome of the presidential election next year. These states include Florida, Pennsylvania, Ohio, Michigan, North Carolina, Wisconsin, Georgia, Minnesota, New Hampshire, Maine, Arizona, and Nevada. Based on the most recently available FDA-funded survey data, 4.15 million adults in these states use electronic cigarettes. In 2016, 61.4% of the voting-age population voted. If that figure held true in 2020, roughly 2.55 million adults who vape would be voting in these important battleground states.

Trump won Michigan by under 11,000 votes in 2016, where there are 422,000 adult vapers. These staggering numbers play out in Florida where Trump won by 112,911 votes (with over 904,000 vapers), Wisconsin where Trump won by 22,748 votes (with at least 267,000 vapers), Minnesota where Clinton won by 44,765 votes (over 172,000 vapers), and Pennsylvania where Trump won by 44,292 votes (over 450,000 vapers).

It's not hard to see how this well-organized vaping constituency could swing the outcome of the Electoral College one way or the other.

Internal national polling conducted in part by Americans for Tax Reform in October 2016, just five months after the Obama administration announced their own timeline for a de facto e-cigarette ban, found that 4 out of 5 adult vapers' vote-moving issue was where a politician stood on the issue of taxing, regulating, and banning e-cigarettes. There aren't just a significant number of vapers in important battleground states, but most of these consumers are voters on the basis of preserving access to e-cigarettes above all other political and policy issues before them.

2020 wouldn't be the first time that vapers organized to support or defeat a candidate for elective office. Just ask Republican Sen. Ron Johnson, who attributes some of his come-from-behind victory in 2016 (when not a single poll showed him winning), to vaping, which he strongly endorsed as a right for adults in Wisconsin. He outperformed Trump by 70,000 votes statewide. You could also ask former Indiana Attorney General Greg Zoeller, who couldn't even manage to place first or second in a Republican congressional primary in 2016 after pushing tax hikes on e-cigarettes in the state. You could also reach

out to one of the first political victims of vaping, Democrat Rep. Liz Thomson, who was kicked out of office by voters in 2014 after pushing new taxes on the products. She was defeated by just 374 votes that year.

Capitulating to the demands of liberal anti-vaping billionaire activists such as Michael Bloomberg is a bad look for Trump, one of the most accomplished deregulatory presidents in history. Instead of blaming vaping for the harms associated with illicit products obtained on the street, Trump should embrace the harm reduction potential of e-cigarettes to save millions of adult smokers' lives. His reelection prospects may depend on it.