

June 16, 2014

Dr. Margaret Chan  
Director General  
World Health Organization  
Geneva

Dear Dr. Chan,

We, the 122 signatories to this letter, are writing to express our support for WHO's evidence-based approach to determine the best way forward for public health to respond to Electronic Nicotine Delivery Systems (ENDS), as expressed in WHO's June 3, 2014 statement.<sup>1</sup>

Recently, media attention was focused on a statement by a group of "specialists in nicotine science and public health policy."<sup>2</sup> Unfortunately, the statement makes several assertions about ENDS' marketing, emissions, harms, and use that are either contradicted by available evidence or for which no evidence is currently available. (Indeed, the statement does not cite a single scientific study.)

The statement also included several policy recommendations, including effectively exempting ENDS from FCTC Articles 8 and 13 and ignoring Article 5.3.

It is fundamental that WHO and other public health authorities not buy into the tobacco industry's well-documented strategy of presenting itself as a "partner."<sup>3</sup> If the tobacco industry was committed to reducing the harm caused by tobacco use, it would announce target dates to stop manufacturing, marketing and selling its "more harmful" products rather than simply adding e-cigarettes to its product mix and rapidly taking over the e-cigarette market.<sup>4-5</sup> It would also immediately desist from its aggressive opposition to tobacco control policies such as tax increases, graphic health warnings and plain packaging.

By moving into the e-cigarette market, the tobacco industry is only maintaining its predatory practices and increasing profits. As stated in the guidelines for Article 5.3 of the WHO FCTC, there is a "fundamental and irreconcilable conflict of interest" between the tobacco industry's interests and public health's interests."<sup>6</sup>

Public health embraced cigarette filters and "low tar" cigarettes as harm reduction strategies before manufacturers provided evidence and at a time when the manufacturers were well aware that these technologies did not actually reduce harm but were designed to promote cigarette sales by reassuring a concerned public that the new products were safer.<sup>7-8</sup> The negative consequences of these acts remain in cancer and heart disease hospital wards throughout the world. Ignoring the link between ENDS and the tobacco industry is overlooking

the WHO FCTC Parties' legal obligation to protect government policies against tobacco industry interference.

The aggressive marketing and promotion of e-cigarettes to youth is well-documented<sup>9-10-11-12</sup> and evidence from the US<sup>13-14</sup> and Korea<sup>15</sup> shows rapid growth in youth e-cigarette use, including disturbing rates among youth who have never smoked a cigarette. One e-cigarette manufacturer warns parents that "kids may be particularly vulnerable" to the flavoring in its products.<sup>16</sup>

Manufacturers of ENDS are making a range of false and unproven claims,<sup>17-18-19</sup> misleading the public into thinking these products are harmless (they are not) and effective cessation aids (unknown). Most ENDS users are "dual users" who continue to smoke cigarettes.<sup>20</sup> Reviews of evidence about reducing smoking (instead of quitting) show that dual users are unlikely to see any health benefit in terms of cardiovascular disease.<sup>21-22</sup> Population studies of all smokers consistently show that smokers who use ENDS are *less* likely to stop smoking.<sup>23-24-25-26-27-28</sup>

The evidence is insufficient to accept the assertions that ENDS are effective as a smoking cessation device. There is a single randomized controlled trial of early generation e-cigarettes that found no difference between ENDS delivered directly to experimental subjects compared with mailing subjects a voucher that they could take to a pharmacy to obtain nicotine replacement therapy.<sup>29</sup> One population-based cross-sectional study found that highly motivated smokers using ENDS to quit were less likely to be still smoking than smokers making unassisted quit attempts with over-the-counter NRT.<sup>30</sup> However, this cross-sectional study<sup>31</sup> showed a point prevalence of 80% of smokers using ENDS in a cessation attempt having failed, compared to 84.6% of those who tried to quit unassisted. Significantly, the former study is biased against conventional therapy (because of the additional barrier to getting the NRT) and the latter did not report a comparison with well-supervised approved cessation therapies.

There is already good evidence that ENDS emissions release several toxic substances into the environment that cause harm to health. These substances include ultrafine particles, propylene glycol, tobacco-specific nitrosamines; nicotine; volatile organic compounds (VOCs), and carcinogens and reproductive toxins, including benzene, lead, nickel, and others.<sup>32-33-34-35-36-37-38-39-40</sup> Proposals to allow ENDS use in indoor spaces like workplaces, bars and transportation could see significant exposure to these substances.

It is important to note that nicotine itself is not harmless, which is why strict regulatory measures are in place to control the marketing of Nicotine Replacement Therapy for smoking cessation. The 2014 U.S. Surgeon General Report includes an extensive review of acute and long-term effects of nicotine exposure. It concludes, among other things, that nicotine exposure has adverse effects on fetal growth and development, including fetal brain development.<sup>41</sup> The manufacturer of one electronic cigarette in the U.S. acknowledges in its product labeling that nicotine is not harmless.<sup>42</sup> Acute poisoning from nicotine is well established, and there has been an increase in documented cases of children being accidentally poisoned by ingesting the liquid content of ENDS cartridges.<sup>43</sup>

Remaining unregulated, risk profiles and potential harms these products may pose to the public are unknown. The absence of detailed evidence on adverse health effects is not evidence that no effect exists. Rather, insufficient time has elapsed to determine what effects exist and their magnitude on a population level.

Manufacturers have not secured regulatory approval for claims that ENDS are effective products for smoking cessation or harm reduction from regulatory authorities in any country. From a population perspective, it is important to know what new risks a consumer product may introduce in the market.

We applaud WHO's commitment to listen to the experience from Member States that have successfully implemented tobacco control and regulated sales, marketing and use of ENDS. Implementation of the WHO FCTC by its 178 parties demonstrates great progress in decreasing the harm caused by tobacco use and decreasing the burden from NCDs.

There is evidence of success from many countries, including Australia, Brazil and Turkey. The former prohibits import and sales of cartridges containing nicotine, the latter two banned import, sales and marketing of e-cigarettes until, and unless, manufacturers present safety information.

Both scientific evidence and best practices are available to support a regulatory framework that will best prevent initiation of use among youth and other non-tobacco users, protect bystanders in public areas from involuntary exposure, regulate marketing, and prohibit unsubstantiated claims.

Such a regulatory framework would require manufacturers to present safety and efficacy data. In this case, the use of these products as cessation aids (if the evidence supports such use) would operate under the supervision of a health authority that could control manufacturers' claims, impose health warnings about risks, require disclosure of ingredients and safety data and regulate product engineering as well as mandate surveillance.

This is the path that the WHO has been pursuing and encouraging. We urge you to continue doing so.

**Professor Kristina Alexanderson**

Stockholm  
Sweden

**Peter Allebeck**

Professor of Social Medicine  
Department of Public Health Sciences  
Karolinska Institute  
Stockholm  
Sweden

**Alberto Jose de Araujo MD, PhD**

Nucleus of Research on Tobacco Treatment  
Thorax Diseases Institute  
Federal University of Rio de Janeiro  
Brazil

**Dr. Monika Arora PhD, MSc (PH), MSc (CD)**

Director, Health Promotion &  
Adjunct Associate Professor  
Public Health Foundation of India &  
Executive Director  
HRIDAY (Health Related Information Dissemination Amongst Youth)  
India

**Carlos M. Artundo MD**

Director  
EASP, Andalusian School of Public Health  
Spain

**Professor John Ashton CBE**

President, UK Faculty of Public Health  
United Kingdom

**Dr Ozen Asut**

Associate Professor of Public Health  
Former President of the Turkish Medical Association  
Former member of Hacettepe University Medical Faculty  
Editor, "Continuing Medical Education Journal" of the Turkish Medical Association  
Turkey

**Professor Rifat Atun**

Professor of Global Health Systems  
Director, Global Health Systems Cluster  
Department of Global Health and Population  
Harvard School of Public Health  
Harvard University  
USA

**Dileep G Bal MD MS MPH**

Founder/Director of California's Tobacco Control Program (1981 to 2005)  
Former American Cancer Society President (2000-2001)  
Kauai District Health Officer,  
Special Advisor to the Director on Tobacco and Chronic Disease,  
Hawai'i State Department of Health.  
Clinical Professor, Hawai'i Cancer Center and College of Medicine,  
University of Hawaii  
USA

**Robert L Balster PhD**

Butler Professor of Pharmacology and Toxicology  
Research Professor of Psychology and Psychiatry  
Co-Director, Center for the Study of Tobacco Products  
Virginia Commonwealth University  
Richmond, VA  
USA

**Joaquin Barnoya MD**

Research Director  
Unidad de Cirugia Cardiovascular de Guatemala  
Guatemala

**Robert Beaglehole MD**

Professor Emeritus  
University of Auckland  
Chair, Lancet NCD Action Group  
New Zealand

**Jay E Berkelhamer MD FAAP**

Adjunct Professor of Pediatrics, Emory University School of Medicine  
Adjunct Clinical Professor of Pediatrics  
Morehouse College of Medicine Past President (2006-2007)  
American Academy of Pediatrics  
USA

**Dr Mitchel Blair**

Officer for Health Promotion  
Royal College of Paediatrics and Child Health  
United Kingdom

**Ruth Bonita MPH PhD MD (hon)**

Emeritus Professor  
University of Auckland  
New Zealand

**Helmut Brand**

Jean Monnet Professor in European Public Health  
Head of the Department of International Health  
President EHFG (European Health Forum Gastein)  
Past President ASPHER (Association of Schools of Public Health in the European Region)  
Maastricht University  
The Netherlands

**Professor Sir Harry Burns**

Prof of Global Health  
University of Strathclyde  
Former Scottish Chief Medical Officer  
United Kingdom

**Professor Reinhard Busse**

Technical University Berlin  
Germany

**Simon Capewell MD DSc**

Professor of Clinical Epidemiology  
University of Liverpool  
Department of Public Health & Policy,  
Institute of Psychology, Health & Society.  
United Kingdom

**Dr Hilary Cass**

President  
Royal College of Paediatrics and Child Health  
United Kingdom

**Frank J Chaloupka PhD**

Distinguished Professor of Economics and Public Health  
Director, Health Policy Center  
University of Illinois at Chicago  
USA

**Simon Chapman AO PhD FASSA HonFFPH (UK)**

Professor  
Sydney School of Public Health  
University of Sydney  
Emeritus Editor, Tobacco Control  
Australia

**Prof Luke Clancy BSc MB MD PhD FRCPI FRCP (Edin) FFOMRCPI**

Director General  
TobaccoFree Research Institute  
Ireland

**Peter Cooper MD**

Professor and Head  
Department of Paediatrics  
University of the Witwatersrand & Charlotte Maxeke Johannesburg Academic Hospital  
Treasurer and Member of Executive Committee, International Pediatric Association  
South Africa

**Professor Elif Dagli**

Pediatric Pulmonologist, Turkey  
Chair, Health Institute Association, Turkey  
Chair, Pediatric Pulmonology Society, Turkey  
Past Chair, National Coalition on Tobacco or Health  
Turkey

**Professor Mike Daube AO**

Professor of Health Policy and Director, Public Health Advocacy Institute  
Curtin University, Perth  
President, Australian Council on Smoking and Health  
Australia

**Sean P David MD SM DPhil**

Clinical Associate Professor of Family & Community Medicine  
Division of General Medical Disciplines  
Stanford University School of Medicine  
USA

**Marisa de Andrade PhD**

Impact Research Fellow  
Stirling Management School  
Institute for Social Marketing  
University of Stirling  
United Kingdom

**Pascal Diethelm MSc**

President, OxyRomandie  
Geneva  
Switzerland

**Peter Donnelly MD**

Professor of Public Health Medicine  
University of St Andrews  
Former Deputy Chief Medical Officer, Scottish Government  
United Kingdom

**Thomas Eissenberg PhD**

Professor of Psychology and Co-director  
Center for the Study of Tobacco Products  
Virginia Commonwealth University  
USA

**Esteve Fernández MD PhD**

Head, Tobacco Control Unit, Catalan Institute of Oncology/ Bellvitge Institute of Biomedical Research - ICO-IDIBELL  
Associate Professor of Epidemiology and Public Health, University of Barcelona  
Spain

**Valeska C Figueiredo MD PhD**

Center for Studies on Tobacco and Health  
National School of Public Health  
Fiocruz Foundation  
Brazil

**Sharon Fonn MBBCh DOH DEpi FFCH PhD MASSAf**

Professor  
School of Public Health, University of the Witwatersrand, Johannesburg  
Co-director Consortium for Advanced Research Training in Africa  
Vice President Association of Schools of Public Health in Africa  
South Africa



**Becky Freeman PhD**

Research Fellow  
School of Public Health  
University of Sydney  
Australia

**Karine Gallopel-Morvan PhD**

Professeure des Universités - Marketing social  
Professor - Social marketing  
Equipe de recherche Management des Organisations de Santé (MOS)  
Institut du Management  
Rennes  
France

**Stanton A Glantz PhD**

Professor of Medicine  
American Legacy Foundation Distinguished Professor of Tobacco Control  
Director, Center for Tobacco Control Research and Education  
Director, WHO Collaborating Centre on Tobacco Control  
University of California, San Francisco  
USA

**Professor Dr Helmut Gohlke MD FESC FACC**

Chairman of the taskforce of cardiovascular prevention  
German Cardiac Society  
Ballrechten/Dottingen  
Germany

**Mark Gottlieb**

Executive Director  
Public Health Advocacy Institute  
at Northeastern University School of Law  
Boston MA  
USA

**Prakash C Gupta**

Director  
Healis - Sekhsaria Institute for Public Health  
India

**Sir Andy Haines MD**

Professor of Public Health and Primary Care  
London School Of Hygiene & Tropical Medicine

United Kingdom

**Bonnie Halpern-Felsher PhD FSAHM**

Professor of Pediatrics  
Director of Research  
Associate Director, Adolescent Medicine Fellowship Program  
Division of Adolescent Medicine, Department of Pediatrics  
Stanford University  
USA

**Professor Gerard Hastings OBE**

The Institute for Social Marketing  
University of Stirling, the Open University and  
L'École des Hautes Etudes en Santé Publique  
Stirling  
United Kingdom

**Professor Dr Reiner Hanewinkel**

Director  
Institute for Therapy and Health Research,  
Kiel  
Germany

**Todd Harper**

Chief Executive Officer  
Cancer Council Victoria  
Australia

**Norbert Hirschhorn MD**

In-Kind Consultant, Faculty of Health Sciences Tobacco Control Research Group  
American University of Beirut  
Lebanon

**Janet Hoek PhD**

University of Otago  
New Zealand

**Winthrop Professor C. D'Arcy J Holman AM**

Chair in Public Health  
School of Population Health  
University of Western Australia  
Australia

**Dr Zulkifli Ismail MD**

President, Asia Pacific Pediatric Association (APPA)  
Past President, Malaysian Paediatric Association (MPA)  
Malaysia

**Robert K Jackler, MD**

Sewall Professor and Chair  
Otolaryngology-Head & Neck Surgery  
Director, Stanford Research Into the Impact of Tobacco Advertising  
Stanford University School of Medicine  
USA

**Professor Staffan Janson MD**

Department of Public Health  
Karlstad University  
Karlstad  
Sweden

**William J Keenan, MD**

Executive Director  
International Pediatric Association  
USA

**Jonathan D Klein MD MPH FAAP**

Director, Secretariat, NCD Child  
Chair, Technical Assistance Group on NCDs, International Pediatric Association  
Associate Executive Director, American Academy of Pediatrics  
USA

**J Randy Koch PhD**

Executive Director  
Institute for Drug and Alcohol Studies  
Assoc. Professor, Family Medicine and Population Health  
Virginia Commonwealth University  
Richmond, VA  
USA

**Prof Andreas Konstantopoulos MD**

President, International Pediatric Association (IPA)  
Greece

**Colleen A Kraft MD FAAP**

Professor of Pediatrics  
Virginia Tech Carilion School of Medicine and Research Institute  
Chair of the Richmond Center Advisory Committee  
USA

**Professor Dr M Tezer Kutluk, MD PhD**

Department of Pediatrics, Division of Pediatric Oncology  
Hacettepe University Faculty of Medicine & Cancer Institute  
President, National Coalition on Tobacco or Health, Turkey  
Immediate Past President, European Cancer Leagues, Brussels  
Past President, Turkish Association for Cancer Research and Control  
Turkey

**Professor Dr med Ulrich Laaser DTM&H MPH**

Section of International Public Health (S-IPH)  
Faculty of Health Sciences  
University of Bielefeld  
Germany

**Harry A Lando PhD**

Distinguished International Professor  
University of Minnesota  
USA

**Professor Stephen Leeder AO**

Emeritus Professor of Public Health and Community Medicine  
Menzies Centre for Health Policy and School of Public Health  
University of Sydney  
Editor-in-Chief, Medical Journal of Australia  
Australia

**Simon Lenton**

Co-Chair  
British Association of Child and Adolescent Public Health (BACAPH)  
United Kingdom

**Professor Alastair H Leyland**

Associate Director  
MRC/CSO Social and Public Health Sciences Unit  
University of Glasgow  
United Kingdom

**Pamela Ling MD MPH**

Associate Professor of Medicine  
Associate Director, Center for Tobacco Control Research and Education  
University of California San Francisco  
USA

**Robert Loddenkemper MD FCCP**

Former Chief of Department of Pneumology  
Lungenklinik Heckeshorn  
Berlin/Germany  
Professor Emeritus of Charité University Medicine Berlin  
Past-President of the European Respiratory Society  
Germany

**Alan D Lopez PhD**

University of Melbourne Laureate Professor  
Rowden-White Chair of Global Health and Burden of Disease Measurement  
Director, Global Burden of Disease Group  
Melbourne School of Population and Global Health  
University of Melbourne  
Former Chief epidemiologist, WHO's Tobacco or Health Program (1992-1996)  
Former Head, WHO Program on Substance Abuse (1996-1998)  
Australia

**Professor Dr Johan P Mackenbach**

Department of Public Health  
Erasmus MC  
Rotterdam  
The Netherlands

**Ruth E Malone RN PhD FAAN**

Professor and Chair, Department of Social and Behavioral Sciences  
Nursing Alumni/Mary Harms Endowed Chair  
School of Nursing  
University of California, San Francisco  
Editor-in-Chief, Tobacco Control  
USA

**Professor Julian Mamo MD MSc PhD MFPH(UK)**

Head, Department Public Health  
Faculty of Medicine & Surgery  
University of Malta

Malta

**Jose Maria Martin-Moreno MD PhD**

Professor of Preventive Medicine and Public Health  
University of Valencia  
Spain

**Bongani M Mayosi DPhil FCP(SA)**

Professor and Head  
Department of Medicine  
Groote Schuur Hospital & University of Cape Town  
Cape Town  
South Africa

**Wasim Maziak MD PhD**

Professor and Chair, Department of Epidemiology  
Robert Stempel College of Public Health and Social Work  
Florida International University, Miami, Florida  
Director, Syrian Center for Tobacco Studies  
USA

**Jim McCambridge PhD**

Senior Lecturer in Behaviour Change  
Faculty of Public Health & Policy  
London School of Hygiene & Tropical Medicine  
United Kingdom

**Professor Martin McKee CBE**

European Centre on Health of Societies in Transition  
London School of Hygiene and Tropical Medicine  
United Kingdom

**Raúl Mejía MD**

Investigador Titular  
Centro de Estudios de Estado y Sociedad  
Buenos Aires  
Argentina

**José Pereira Miguel MD PhD**

Full Professor of Preventive Medicine and Public Health  
Faculty of Medicine  
University of Lisbon  
Portugal

**Rob Moodie AM MBBS MPH FAFPHM FRACGP DTMH**

Professor of Public Health  
University of Melbourne  
Australia

**Michael Moore**

CEO Public Health Association of Australia  
Vice President/President Elect World Federation of Public Health Associations  
Australia

**John F Murray MD FRCP**

Professor Emeritus of Medicine  
University of California San Francisco  
USA

**Rima Nakkash DrPH MPH**

Assistant professor  
Health Promotion and Community Health Department (WHO Collaborating Center on Health  
Promotion and Behavioural sciences)  
Coordinator of the AUB Tobacco Control Research Group  
American University of Beirut  
Lebanon

**Professor Dr Manfred Neuberger MD**

Professor emeritus  
Medical University of Vienna  
Austria

**Thomas E Novotny MD MPH**

Professor of Global Health  
Graduate School of Public Health  
San Diego State University  
Former Assistant Surgeon General, US Public Health Service  
Former US Representative to the WHO Executive Board  
USA

**Professor Ian Olver AM MBBS MD PhD FRACP FACHPM AFRACMA**

Medical Oncologist  
Chief Executive Officer, Cancer Council Australia  
Australia

**Fred Paccaud MD MSc**

Institute for Social and Preventive Medicine  
University Hospital Center (CHUV)  
Lausanne  
Switzerland

**Alexander A Padilla**

President and CEO, PHILHEALTH  
Philippine Health Insurance Corporation  
The Philippines

**Cheryl L Perry PhD**

Professor and Regional Dean  
The Rockwell Distinguished Chair in Society and Health  
University of Texas School of Public Health  
Austin Regional Campus  
USA

**Michael Pertschuk**

Former Chairman, US Federal Trade Commission  
Former Co-Director, The Advocacy Institute  
USA

**John P Pierce PhD**

Distinguished Professor in Cancer Prevention  
Department of Family and Preventive Medicine  
Director, Population Sciences Division  
Moores Cancer Center  
University of California, San Diego  
USA

**Professor Allyson Pollock**

Prof Public Health Research and Policy  
Queen Mary, University of London  
United Kingdom

**Dr Martina Pötschke-Langer MD MA**

Head of Unit Cancer Prevention and of  
WHO Collaborating Centre for Tobacco Control  
German Cancer Research Center (DKFZ)  
Heidelberg  
Germany



**Robert N Proctor PhD**

Professor of the History of Science and  
Professor, by courtesy, of Pulmonary and Critical Care Medicine  
Stanford University  
USA

**Professor Pekka Puska**

Ex Director General  
Terveyden ja hyvinvoinnin laitos – National Institute for Health and Welfare (THL)  
Helsinki  
Finland

**K Srinath Reddy MD DM MSc DSc (Honoris Causa) DLitt (Honoris Causa)**

President, Public Health Foundation of India  
President, World Heart Federation  
India

**Dr Maria de Fátima Reis**

Professor of Environmental Health  
Faculty of Medicine  
University of Lisbon.  
Portugal

**James Repace MSc**

Repace Associates, Inc.  
Secondhand Smoke Consultants  
USA

**Professor Juan M Rey-Pino**

Associate Professor  
Department of Marketing Research and Management  
University of Granada  
Spain

**Professor Walter Ricciardi**

Director of the Department of Public Health  
Deputy Head (2010 - 2014) of the Faculty of Medicine "A. Gemelli"  
Catholic University of the Sacred Heart  
Rome  
Italy

**Ms Bungon Ritthiphakdee**

Director  
Southeast Asia Tobacco Control Alliance (SEATCA)  
Thailand

**Dr Harry Rutter**

London School of Hygiene and Tropical Medicine  
United Kingdom

**Maria Victoria Salgado MD**

Family Medicine Resident  
Hospital Italiano de Buenos Aires  
Argentina

**Dr Yussuf Saloojee**

Executive Director  
National Council Against Smoking  
South Africa

**Professor Raul H Sansores MD**

Departamento de Investigacion en Tabaquismo  
Director, Smoking Cessation Program  
National Institute of Respiratory Diseases  
Mexico

**Linda Sarna PhD RN FAAN**

Professor and Lulu Wolf Hassenplug Endowed Chair  
Immediate Past Chair, Academic Senate  
UCLA School of Nursing  
Los Angeles, California  
USA

**Dean E Schraufnagel MD**

Professor  
Pulmonary, Critical Care, Sleep, and Allergy  
Depart of Medicine M/C 719  
University of Illinois at Chicago  
USA

**Dr Dr hc Rolf Schulte-Hermann**

Professor of Toxicology  
EUROPEAN Registered Toxicologist (ERT)  
Former Director, Institute of Cancer Research,  
Head, Unit Chemical Safety and Cancer Prevention  
Medical University of Vienna  
Austria

**Alan Shihadeh**

Professor, Department of Mechanical Engineering  
Principal Investigator, Aerosol Research Lab  
American University of Beirut  
Beirut  
Lebanon  
Project Director  
Center for the Study of Tobacco Products  
Virginia Commonwealth University  
Richmond, Virginia  
USA

**Associate Prof Freddy Sitas DPhil**

Director, Cancer Research Division  
Cancer Council NSW  
Australia

**Bernard W Stewart PhD FRACI DipLaw**

Professor  
School of Women's and Children's Health, UNSW and  
Head,  
Cancer Control Program  
South East Sydney Public Health Unit  
Australia

**Maurice G Swanson**

Chief Executive  
National Heart Foundation of Australia, WA Division  
Deputy Chair,  
Cancer Council Australia and National Heart Foundation of Australia Tobacco Issues Committee  
Australia

**Dr Naveen Thacker MD**

President Elect Asia Pacific Pediatric Association  
India

**Associate Professor Samantha Thomas**

Principal Research Fellow Public Health  
School of Health and Society  
Faculty of Social Sciences  
University of Wollongong  
Australia

**TH Tulchinsky MD MPH**

Emeritus Professor, Braun School Public Health, Hebrew University-Hadassah, Ein Karem,  
Jerusalem, Israel  
Deputy Editor, Public Health Reviews, EHESP, Paris  
Israel

**Silvana Rubano B Turci**

Centro de Estudos sobre Tabaco e Saúde da Escola Nacional de Saúde Pública da Fundação  
Oswaldo Cruz (CETAB/ENSP/Fiocruz)  
Brazil

**Professor Prakit Vathesatogkit MD ABIM FRCP (T) FRCP**

Secretary-General, ASH Thailand  
Thailand

**Vasilij V Vlassov MD**

President,  
Russian Society for Evidence Based Medicine  
Russian Federation

**Professor Melanie Wakefield PhD FASSA**

Director and NHMRC Principal Research Fellow  
Centre for Behavioural Research in Cancer  
Cancer Council Victoria  
Melbourne  
Australia

**Professor Kenneth D Ward PhD**

Professor and Director, Division of Social and Behavioral Sciences  
School of Public Health  
The University of Memphis  
USA

**Professor Alan White**

Centre for Men's Health, Institute for Health & Wellbeing  
Leeds Metropolitan University  
United Kingdom

**Martin White MD FFPH**

Professor of Public Health, Institute of Health & Society, Newcastle University  
Director, Fuse - UKCRC Centre for Translational Research in Public Health  
United Kingdom

**Prof Friedrich J Wiebel**

formerly Institute of Toxicology  
German Research Center for Environmental Health,  
Neuherberg/Muenchen  
Germany

**James Wiley MD**

Founder and chairman  
Focus Pediatrics, Mobile, AL  
USA

**Dr Ingrid Wolfe**

Child Public Health Research Fellow  
London School of Hygiene and Tropical Medicine  
United Kingdom

**Dr Salim Yusuf DPhil FRCPC FRSC OC**

Professor of Medicine, McMaster University  
Executive Director, Population Health Research Institute  
McMaster University, Hamilton Health Sciences  
Vice President Research, Hamilton Health Sciences  
Heart and Stroke Foundation/Marion W. Burke Chair in Cardiovascular Disease  
President Elect, World Heart Federation  
Canada

---

<sup>1</sup> [http://www.who.int/entity/tobacco/communications/statements/eletronic\\_cigarettes/en/index.html](http://www.who.int/entity/tobacco/communications/statements/eletronic_cigarettes/en/index.html)

<sup>2</sup> <http://nicotinepolicy.net/n-s-p/1751-statement-who-052014>

<sup>3</sup> Peeters S, Gilmore AB. Understanding the emergence of the tobacco industry's use of the term tobacco harm reduction in order to inform public health policy. Tob Control. 2014 Jan 22. doi: 10.1136/tobaccocontrol-2013-051502.

- 
- <sup>4</sup> <http://www.cbsnews.com/news/tobacco-companies-bet-on-electronic-cigarettes/>
- <sup>5</sup> <http://blog.euromonitor.com/2012/11/e-cigarettes-a-us2-billion-global-industry-who-should-be-worried.html>
- <sup>6</sup> [http://www.who.int/fctc/guidelines/article\\_5\\_3.pdf?ua=1](http://www.who.int/fctc/guidelines/article_5_3.pdf?ua=1)
- <sup>7</sup> <http://www.usatoday.com/story/news/nation/2012/11/27/judge-orders-tobacco-ads-declaring-deception/1730211/>
- <sup>8</sup> Bialous SA, Sarma L. Electronic cigarettes and smoking cessation: a quandary? (letter) *Lancet*. 2014 Feb 1;383(9915):407-8. doi: 10.1016/S0140-6736(14)60143-4.
- <sup>9</sup> de Andrade M, Hastings G, Angus K. Promotion of electronic cigarettes: tobacco marketing reinvented? *BMJ*. 2013 Dec 21;347:f7473. doi: 10.1136/bmj.f7473.
- <sup>10</sup> McCarthy M. E-cigarette companies target youth, US congressional study finds. *BMJ*. 2014 Apr 22;348:g2871. doi: 10.1136/bmj.g2871.
- <sup>11</sup> Legacy. Vaporized: E-Cigarettes, Advertising, And Youth. May 2014 [http://legacyforhealth.org/content/download/4542/63436/version/1/file/LEG-Vaporized-E-cig\\_Report-May2014.pdf](http://legacyforhealth.org/content/download/4542/63436/version/1/file/LEG-Vaporized-E-cig_Report-May2014.pdf)
- <sup>12</sup> Jennifer C. Duke, Youn O. Lee, et al. Exposure to Electronic Cigarette Television Advertisements Among Youth and Young Adults. *Pediatrics*. Published online June 2, 2014. (doi: 10.1542/peds.2014-0269)
- <sup>13</sup> Dutra LM, Glantz SA. Electronic Cigarettes and Conventional Cigarette Use Among US Adolescents: A Cross-sectional Study. *JAMA Pediatr*. 2014 Mar 6. doi: 10.1001/jamapediatrics.2013.5488. [Epub ahead of print]
- <sup>14</sup> Centers for Disease Control and Prevention (CDC). Notes from the field: electronic cigarette use among middle and high school students - United States, 2011-2012. *MMWR Morb Mortal Wkly Rep*. 2013 Sep 6;62(35):729-30.
- <sup>15</sup> Lee S, Grana RA, Glantz SA. Electronic cigarette use among Korean adolescents: a cross-sectional study of market penetration, dual use, and relationship to quit attempts and former smoking.
- <sup>16</sup> <http://www.realparentsrealanswers.com/what-you-need-to-know-about-e-cigarettes-infographic/>
- <sup>17</sup> Grana RA, Ling PM. Smoking revolution": a content analysis of electronic cigarette retail websites. *Am J Prev Med*. 2014 Apr;46(4):395-403. doi: 10.1016/j.amepre.2013.12.010.
- <sup>18</sup> Carr ER. E-cigarettes: facts, perceptions, and marketing messages. *Clin J Oncol Nurs*. 2014 Feb;18(1):112-6. doi: 10.1188/14.CJON.112-116.
- <sup>19</sup> Rooke C, Amos A. News media representations of electronic cigarettes: an analysis of newspaper coverage in the UK and Scotland [published online ahead of print July 24, 2013]. *Tob Control*. doi:10.1136/tobaccocontrol-2013-051043.
- <sup>20</sup> Grana R, Benowitz N, Glantz SA. Circulation. E-cigarettes: a scientific review. *Circulation* 2014 May 13;129(19):1972-86. doi: 10.1161/CIRCULATIONAHA.114.007667.
- <sup>21</sup> *ibid*.
- <sup>22</sup> Pisinger C, Godtfredsen NS. Is there a health benefit of reduced tobacco consumption? A systematic review. *Nicotine Tob Res*. 2007 Jun;9(6):631-46.
- <sup>23</sup> Adkison SE, O'Connor RJ, Bansal-Travers M, Hyland A, Borland R, Yong HH, Cummings KM, McNeill A, Thrasher JF, Hammond D, Fong GT. Electronic nicotine delivery systems: international tobacco control four-country survey. *Am J Prev Med*. 2013 Mar; 44(3):207-15.
- <sup>24</sup> Grana R, Popova L, Ling P. A longitudinal analysis of electronic cigarette use and smoking cessation [published online ahead of print March 24, 2014]. *JAMA Int Med*. doi:10.1001/jamainternmed.2014.187.
- <sup>25</sup> Vickerman KA, Carpenter KM, Altman T, Nash CM, Zbikowski SM. Use of electronic cigarettes among state tobacco cessation quitline callers. *Nicotine Tob Res*. 2013;15:1787-1791.
- <sup>26</sup> Popova L, Ling PM. Alternative tobacco product use and smoking cessation: a national study. *Am J Public Health*. 2013;103:923-930.
- <sup>27</sup> Choi K, Forster JL. Response to Letter to the Editor Regarding "Beliefs and Experimentation with Electronic Cigarettes: A Prospective Analysis Among Young Adults." *Am J Prev Med*
- <sup>28</sup> See reference #20.
- <sup>29</sup> Bullen C, Howe C, Laugesen M, McRobbie H, Parag V, Williman J, Walker N. Electronic cigarettes for smoking cessation: a randomised controlled trial. *Lancet*. 2013 Nov 16;382(9905):1629-37. doi: 10.1016/S0140-6736(13)61842-5. Epub 2013 Sep 9.

- 
- <sup>30</sup> Brown J, Beard E, Kotz D, Michie S, West R. Real-world effectiveness of e-cigarettes when used to aid smoking cessation: a cross-sectional population study. *Addiction*. 2014 May 20. doi: 10.1111/add.12623. [Epub ahead of print]
- <sup>31</sup> Ibid
- <sup>32</sup> Goniewicz ML, Knysak J, Gawron M, Kosmider L, Sobczak A, Kurek J, Prokopowicz A, Jablonska-Czapla M, Rosik-Dulewska C, Havel C. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. *Tob Control*. 2014;23:133–139.
- <sup>33</sup> Kim HJ, Shin HS. Determination of tobacco-specific nitrosamines in replacement liquids of electronic cigarettes by liquid chromatography-tandem mass spectrometry. *J Chromatogr A*. 2013;1291:48–55.
- <sup>34</sup> Farsalinos KE, Romagna G, Alliffranchini E, Ripamonti E, Bocchietto E, Todeschi S, Tsiapras D, Kyrzopoulos S, Voudris V. Comparison of the cytotoxic potential of cigarette smoke and electronic cigarette vapour extract on cultured myocardial cells. *Int J Environ Res Public Health*. 2013;10:5146–5162.
- <sup>35</sup> Flouris AD, Chorti MS, Poulianiti KP, Jamurtas AZ, Kostikas K, Tzatzarakis MN, Wallace Hayes A, Tsatsakis AM, Koutedakis Y. Acute impact of active and passive electronic cigarette smoking on serum cotinine and lung function. *Inhal Toxicol*. 2013;25:91–101.
- <sup>36</sup> Czogala J, Goniewicz ML, Fidelus B, Zielinska-Danch W, Travers MJ, Sobczak A. Secondhand exposure to vapors from electronic cigarettes [published online ahead of print December 11, 2013]. *Nicotine Tob Res*. doi: 10.1093/ntr/ntt203.
- <sup>37</sup> Zhang Y, Sumner W, Chen DR. In vitro particle size distributions in electronic and conventional cigarette aerosols suggest comparable deposition patterns. *Nicotine Tob Res*. 2013 Feb; 15(2):501-8.
- <sup>38</sup> Schober W, Szendrei K, Matzen W, Osiander-Fuchs H, Heitmann D, Schettgen T, Jorres RA, Fromme H. Use of electronic cigarettes (e-cigarettes) impairs indoor air quality and increases FeNO levels of e-cigarette consumers [published online ahead of print December 6, 2013]. *Int J Hyg Environ Health*. doi: 10.1016/j.ijheh.2013.11.003.
- <sup>39</sup> Williams M, Villarreal A, Bozhilov K, Lin S, Talbot P. Metal and silicate particles including nanoparticles are present in electronic cigarette cartomizer fluid and aerosol. *PLoS One*. 2013; 8(3):e57987.
- <sup>40</sup> Laino T, Tuma C, Moor P, Martin E, Stolz S, Curioni A. Mechanisms of propylene glycol and triacetin pyrolysis. *J Phys Chem A*. 2012 May 10; 116(18):4602-9.
- <sup>41</sup> U.S. Department of Health and Human Services. *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.
- <sup>42</sup> [http://www.nu-mark.com/MarkTen\\_Product\\_Information\\_Guide.pdf](http://www.nu-mark.com/MarkTen_Product_Information_Guide.pdf)
- <sup>43</sup> Chatham-Stephens K, Law R, Taylor E, Melstrom P, Bunnell R, Wang B, Apelberg B, Schier JG; Centers for Disease Control and Prevention (CDC). Notes from the field: calls to poison centers for exposures to electronic cigarettes--United States, September 2010-February 2014. *MMWR Morb Mortal Wkly Rep*. 2014 Apr 4;63(13):292-3.