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LORILLARD TOBACCO ADMITS THAT FLAVORED E-CIGARETTES ATTRACT YOUTH; FDA SHOULD USE THIS INFORMATION TO PROHIBIT FLAVORS AS PART OF THE CURRENT RULEMAKING

Docket No. FDA-2014-N-0189

May 31, 2014

On April 23, 2014, Lorillard Inc.'s Youth Smoking Prevention Program posted a page on e-cigarettes on its "Real Parents Real Questions" website¹ that stated:

- "Kids may be particularly vulnerable to trying e-cigarettes due to an abundance of fun flavors such as cherry, vanilla, pina-colada and berry."

It also stated:

- "For the first time, 'smoking' ads are returning to TV with advertising campaigns for e-cigarettes."
- "More than 1.78 million middle school and high school students have tried e-cigarettes since 2012"
- "Use of e-cigarettes has recently doubles among teens with 4.7% using them in 2011 and 10% using them in 2012."

Lorillard owns Blu e-cigarettes, a major source of TV advertising of e-cigarettes.

While the web page says in fine print at the bottom, "The content of this site reflects the views and professional opinions of Dr. Michael H. Popkin, Ph.D.," another page on the site states² that "Michael H. Popkin, Ph.D., is the longtime *spokesperson* for Lorillard's Youth Smoking Prevention Program ... [emphasis added]."

The FDA should use this information to justify prohibiting the use and promotion of flavors in e-cigarettes as well as prohibit their advertising in broadcast media as part of the current rulemaking.

PDF copies of these web pages are appended to this comment in case Lorillard decides to remove these admissions.

¹ <http://www.realparentsrealanswers.com/what-you-need-to-know-about-e-cigarettes-infographic/>

Accessed May 31, 2014.


² <http://www.realparentsrealanswers.com/about-dr-popkin/> Accessed May 31, 2014.



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What you need to know about e-cigarettes – Infographic

23 Apr 2014

What you need to know about E-Cigarettes



Smoking e-cigarettes is called “vaping.”



The FDA has proposed future regulations for e-cigarettes.



They **DO NOT** contain tobacco.



They **DO** contain nicotine, which is still addictive.



More than **1.78 MILLION** middle school and high school students have tried e-cigarettes since 2012.



*SOURCE: CDC.gov



The “smoke” you see coming out of an e-cigarette isn’t smoke—it’s **WATER VAPOR**

E-cigarette sales in 2008
\$20 MILLION

E-cigarette sales in 2013
\$1 BILLION

*SOURCE: Forbes.com

Use of e-cigarettes has recently doubled among teens with 4.7% using them in 2011 and 10% using them in 2012.



2011



2012

*SOURCE: National Youth Tobacco Survey

Children can legally purchase e-cigarettes in



of the United States.



Kids may be particularly vulnerable to trying e-cigarettes due to an abundance of fun flavors such as cherry, vanilla, piña-colada and berry.



For the first time in 43 years, “smoking” ads are returning to TV with advertising campaigns for e-cigarettes.



Total number of U.S. smokers

40+ MILLION

Total number of e-cigarette users

2.5 MILLION

*SOURCE: Statistic Brain



realparentsrealanswers.com

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About Dr. Popkin

Michael H. Popkin, Ph.D., is the longtime spokesperson for Lorillard's Youth Smoking Prevention Program and is the founder of Active Parenting Publishers. He has written and produced more than a dozen books, videos and discussion programs that have helped millions of parents develop cooperation, responsibility and courage in their children. He is widely known for his expertise in the field of parent education and has appeared on over 100 TV programs, including CNN and "The Oprah Winfrey Show."

Dr. Popkin previously practiced family therapy in Atlanta. He has served on numerous advisory boards, including the panel of experts assembled for the United States Oce of Substance Abuse Prevention.

Dr. Popkin earned a Doctorate in Counseling Psychology from Georgia State University and served as Director of

Child and Family Services at an Atlanta hospital before entering private practice. He lives in Atlanta with his wife and two children.

For more information about Dr. Popkin as well as a list of parenting workshops in your area, visit

www.activeparenting.com.

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