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Reply to**Department of Federal Affairs**

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March 27, 2014

The Honorable Elizabeth H. Esty
United States House of Representatives
509 Cannon House Office Building
Washington, DC 20515

Dear Representative Esty:

On behalf of the American Academy of Pediatrics (AAP), a non-profit professional organization of 62,000 primary care pediatricians, pediatric medical sub-specialists, and pediatric surgical specialists dedicated to the health, safety and well-being of infants, children, adolescents, and young adults, I am writing to express our strong support for the *Protecting Children from Electronic Cigarette Advertising Act of 2014*. This legislation recognizes the dangers that electronic cigarettes, also known as e-cigarettes, present to children's health and gives the Federal Trade Commission the authority to prohibit the marketing and sale of e-cigarettes to children under the age of 18.

Recent data from the 2012 National Youth Tobacco Survey show that everyday use of an e-cigarette by high school students rose from 4.7% in 2011 to 10.0% in 2012, and that this trend is the same for middle school students. The same study also showed that "76.3% of middle and high school students who used e-cigarettes during the past 30 days also smoked conventional cigarettes." In addition, a recent AAP Richmond Center Social Climate Survey of Tobacco Control data show that over 20% of young adult never and former smokers who have never tried e-cigarettes are susceptible to using them in the future.

Further, recent studies have indicated that the nicotine from e-cigarettes can have significant repercussions for children's health. Information from the recently released 50th Anniversary Surgeon General report shows that nicotine in high enough doses is acutely toxic, and that exhaled e-cigarette vapor contains formaldehyde and acetaldehyde as well as traces of other carcinogens. There is also suggestive evidence that nicotine exposure during adolescence, when cognitive development is at a critical stage, may have lasting adverse consequences for brain development.

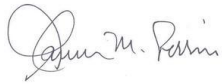
From a marketing standpoint, e-cigarettes are particularly appealing to children and adolescents because they are widely available in candy flavors such as cotton candy and grape, as well as flavors that mimic popular children's products such as Cap'n Crunch. While the 2009 Family Smoking Prevention and Tobacco Control Act banned the use of flavors such as these in conventional cigarettes, other products not currently under FDA regulatory authority, including e-cigarettes,

can still be produced and sold at lower price points with marketing schemes that resonate with children.

The aggressive marketing, youth-targeted marketing messages, and lack of federal restrictions to accessing electronic cigarettes suggest that e-cigarettes are an entry point for tobacco use and lifelong nicotine addiction for children. Effective legislation is needed to curb the marketing of e-cigarettes and protect children's health and development.

We thank you for your strong commitment to children's health and safety, and we look forward to working with you to pass this important legislation. If we may provide further information or otherwise be of assistance, please contact the AAP Department of Federal Affairs, at 202-347-8600.

Sincerely,

A handwritten signature in cursive script, appearing to read "James M. Perrin".

James M. Perrin, MD, FAAP
President