



March 25, 2014

The Honorable Elizabeth Esty
United States House of Representatives
Washington, DC 20515

Dear Congresswoman Esty:

Our organizations are writing in support of your bill, the Protecting Children from Electronic Cigarettes Advertising Act. This legislation is aimed at protecting our nation's youth from predatory marketing by the e-cigarette industry.

The Protecting Children from Electronic Cigarettes Advertising Act would prohibit the advertising and marketing of e-cigarettes to minors, making the advertising and marketing of these products a violation of the unfair or deceptive act or practice section of the Federal Trade Commission Act. The new classification would subject those advertising e-cigarettes to minors to hefty FTC penalties and fines. Additionally, it would give the state attorneys general and other officials an enforcement mechanism they need to control the marketing of this unregulated product to kids in their states.

The Protecting Children from Electronic Cigarettes Advertising Act is greatly needed. According to the Center for Disease Control and Prevention (CDC), the percentage of middle and high school students who had ever used e-cigarettes doubled from 2011 to 2012 from 3.3 percent to 6.8 percent. These data are highly troubling but not surprising given the marketing strategies used by the e-cigarette industry, which include use of flavored products, celebrity endorsements, cartoon characters and sponsorship of sports, music and other events. This legislation also makes clear the important role the Food and Drug Administration has to play in regulating the marketing of e-cigarettes as well.

The Protecting Children from Electronic Cigarettes Advertising Act is an important step in keeping e-cigarettes out of the hands of our nation's youth. Our organizations are proud to support this legislation and greatly appreciate your continued leadership in protecting children from tobacco products.

Sincerely,

American Cancer Society Cancer Action Network
American Heart Association
American Lung Association
Campaign for Tobacco-Free Kids