American Vaping Association

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Vaping.info
Vaping in Perspective

The World Health Organization projects ONE BILLION will die from smoking in the 21st Century.

For a significant minority of smokers (about 20%), none of the traditional methods work at all and they will lose years and possibly their lives to the habit of smoking.

We should keep our response to vapor products in perspective and regulate as if the one billion lives matter the most.
Do e-cigarettes help smokers quit?

Data shows, Pharmaceutical cessation products promoted by our health agencies only have a 3%-9% success rate.

"60% more likely to succeed"

Addiction
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Real-world effectiveness of e-cigarettes when used to aid smoking cessation: a cross-sectional population study

Are e-cigarettes less of a health risk for users?

**SMOKING causes:**
- Heart Disease
- Lung Cancer
- COPD
- Stroke
- 1 in 10 deaths
- 5.4 Million lives lost every year

Vapor contains **no toxic tar** or **carbon monoxide** or many of the roughly 4,000 toxic compounds identified in cigarette smoke.

**Proven risks of e-cigarettes? ZERO**
Are e-cigarettes less of a health risk for users?

Continuum of Risk

Individual Level of Exposure to Known Harmful Constituents in Nicotine & Tobacco Products

- No exposure
- Lowest exposure
- Highest exposure

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No one disputes that e-cigarettes are vastly safer than smoking.

“If there is anyone who believes cigarettes are no more hazardous than e-cigarettes I’d recommend a remedial course in basic sciences.” --David Sweanor
Other Health/Safety Issues?

- **Gateway** – Research is not finding e-cigarettes to be a gateway to smoking, "It didn’t seem as though it really proved to be a gateway to anything" Theodore Wagener, Ph.D, Assistant Professor of General and Community Pediatrics at the University of Oklahoma Health Sciences Center, after surveying 1300 college students.

- CDC: Increased youth experimentation is tied to large DECREASE in smoking

![Graph showing past-month use by high school students](image-url)
Subjective effects and smoking behavior

- Preliminary data suggests that a majority of vape store customers are exclusive e-cig users (64%). (Lechner...Wagener, in press)
The Tobacco Companies - obvious role, sell their product, make money, protect themselves from competition

The Government - biggest player in the tobacco market. (2000 received around $40 billion annually from tobacco, against less than $9 billion in profits received by the tobacco industry itself)

Pharmaceutical companies – profit from repeat sales of largely ineffective smoking cessation products. (NRT, Zyban, Chantix) Partners with public health to push bans and simultaneously promote pharma products.

Tobacco Control – works closely with pharma and gov. selling policy advice to gov., agitating for taxes, bans which benefit both, (includes NGO’s, Charities, and many scientists in universities and in government funded knowledge institutes worldwide.)

60% Ad-Valorem tax on the sale of each pack of cigarettes.

Threatens entire established Tobacco Industry
Vapor Product Users Are Passionate & Active
Attempts to Tax Vapor Products
Taxing Vapor Products – Why It’s a Bad Idea

- **Not science-based**: No evidence that states will incur healthcare costs due to vaping

- **Discourages quitting**: Many vapers start not to quit smoking, but to save money. Plus, cost of vaping is frontloaded ($60+ for a quality product)

- **Bad for businesses**: 5,000+ new small business vape shops all across the U.S.

- **Cross-border sales**: Products widely available on the Internet (good for consumers)

- **Sends the wrong message**: States don’t tax the nicotine gum, so why tax a product that is showing itself to be more effective?

- **Tobacco wholesaler system**: Not appropriate for tobacco-free products. Vape stores don’t want to purchase their products from those who also sell cigarettes. Also, even a “small” tax adds significant accounting costs to small businesses.

“Taxes should be proportional to harms and should include ... no or minimal tax on e-cigarettes[,] ... and a **doubling or tripling** of the current tax on all combustible tobacco products.”

- Dr. David Abrams, Schroeder Institute for Tobacco Research and Policy Studies at the Legacy Institute
Questions?

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