

Electronic Cigarettes (e-Cigarettes)

What are electronic cigarettes? Smokeless, battery operated devices designed to deliver nicotine to the lungs of the user without burning tobacco.



AZ Fast Fact

As of 2013, it is now illegal for retailers to sell these products to anyone under the age of 18.

What do e-cigarettes look like? They are typically manufactured to resemble regular tobacco cigarettes, cigars, pipes, or even everyday items like pens or USB memory sticks. More than 250 different e-cigarettes are currently on the market.

How many stores in Arizona sell e-cigarettes? According to a 2013 study done by the Arizona Attorney General's Office, 70% of stores within the state sell e-cigarettes. Of those, 42% sell candy or fruit flavored e-cigarette products.

How safe are e-cigarettes? Although they do not produce tobacco smoke, e-cigarettes still contain nicotine and other potentially harmful chemicals. Nicotine is a highly addictive drug. Also, testing of some e-cigarette products found the vapor to contain known carcinogens and toxic chemicals, as well as potentially toxic metal nanoparticles from the vaporizing mechanism.

Additional Considerations:

- Refillable cartridges increase potential exposure to toxic levels of nicotine.
- Flavors may make them particularly appealing to youth.

E-Cigarettes as Cessation Devices

Some people believe e-cigarette products may help smokers lower nicotine cravings while they are trying to discontinue their tobacco use. However, at this point, it is unclear whether e-cigarettes may be effective as smoking-cessation aids. There is also the possibility that they could perpetuate the nicotine addiction and thus interfere with quitting. E-cigarettes are not currently marketed or approved cessation devices.

Adult Prevalence of E-Cigarette Smokers

Between 6.4% and 7.1% of current smokers have ever used an e-cigarette, compared to ever use of e-cigarettes among never smokers (less than 1.0%).¹

Commercial Appeal

E-cigarette companies advertise their product as a better-smelling, cheaper, and guilt-free alternative to smoking. They are also marketed as a way to circumvent some smoking bans. These products are promoted heavily online. There is concern that e-cigarettes may appeal to youth because of their high-tech design, easy availability, and the wide array of flavors available.

Arizona Youth Inspection Results

Since the Arizona statute (A.R.S. § 13-3622) restricting access to youth under the age of 18 went into effect in September of 2013, e-cigarettes have been included in the undercover tobacco inspections that the Attorney General's CounterStrike Program implements. To date, 75% of inspections where youth requested only e-cigarettes or e-hookah resulted in a sale.

Scientific Data

These products have not been thoroughly evaluated in scientific studies. This may change in the near future, but for now, very little data exists on the safety of e-cigarettes, and consumers have no way of knowing whether their purported therapeutic benefits or advantages over conventional cigarettes are real.

Further information and resources

Arizona Smokers' Helpline
1-800-55-66-222 or **ASHLine.org**
ASHLine provides free telephone and online quit coaching and free nicotine replacement therapies (NRT) to all Arizonans.

Centers for Disease Control and Prevention
cdc.gov/tobacco
An online source for credible health information, including basic information about the health effects of tobacco use, tobacco prevention and tobacco cessation resources.

CounterStrike
standaz.com/counter-strike/
CounterStrike works to reduce youth access to tobacco in retail outlets by systematically monitoring retailer compliance with state laws which prohibit the sale of tobacco products to minors.



Bureau of Tobacco and Chronic Disease
www.tobaccofreearizona.com

¹Pearson, JL, Richardson, A, Niaura, RS, Vallone, DM, Abrams, DB> E-Cigarette awareness, use, and harm perceptions in U.S. adults. *AM J Public Health.* 2012;102(9):1758-1766. doi: 10.2105/AJPH.2011.300526.