



Vermont General Assembly
House Human Services Committee
115 State Street
Montpelier, VT 05633

February 2, 2016

Dear Representatives,

This is to inform you that R.J. Reynolds Vapor Company (RJR Vapor Company), maker of VUSE Digital Vapor Cigarettes, is opposed to the bill H. 171, which would prohibit the use of electronic cigarettes in the same places in which the use of lighted tobacco products is banned.

Notwithstanding the fact that vapor products are relatively new to the marketplace, we maintain that available science does not support treating them as conventional cigarettes, and doing so would be premature. Lawmakers should consider the most responsible manner in which to treat these products.

Vapor products are fast emerging as a non-combustible alternative to smoking traditional cigarettes. A growing number of adult smokers are considering e-cigarettes, sometimes giving up smoking traditional cigarettes altogether, and the category continues to grow. According to an article posted by the Centers for Disease Control and Prevention, the number of adult smokers who have tried vapor products more than tripled from 9.8 percent in 2011 to 36.5 percent in 2013.¹ What's more, a study out of Rutgers shows that a majority of adult smokers do not believe vapor products should be publicly banned in the same way as cigarettes.²

Vapor products, such as RJR Vapor Company's VUSE Digital Vapor Cigarette, use a battery to heat liquid containing nicotine, producing vapor that is inhaled. As these products do not involve burning tobacco, the potential exists that vapor products may present lower risks to smokers who choose to switch to them. There is no smoke associated with vapor products, therefore there is no secondhand smoke or side-stream smoke.

R.J. Reynolds Vapor Company believes that minors should never use tobacco or tobacco-derived products, including vapor products. We believe that youth exposure should be limited to help prevent youth tobacco use.

For this reason, we believe H. 171 should be amended to prohibit the possession or use of vapor products in any youth-focused facilities such as schools, daycares and playgrounds, as well as in medical facilities such as hospitals and doctors' offices. It should also enable adult-focused

¹ Electronic Cigarettes - Key Findings: Trends in Awareness and Use of Electronic Cigarettes among U.S. Adults, 2010-2013, Centers for Disease Control and Prevention, 09/23/14: http://www.cdc.gov/tobacco/basic_information/e-cigarettes/adult-trends/

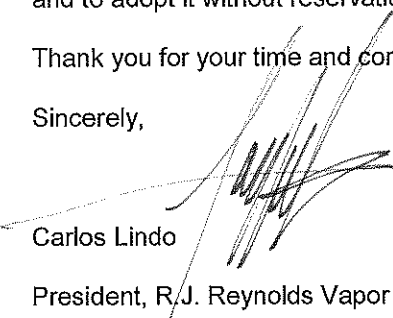
² Smokers' Attitudes and Support for E-cigarette Policies and Regulations in the USA, Olivia A. Wackowski and Christine D. Delnevo, 01/06/15: <http://tobaccocontrol.bmi.com/content/early/2015/01/06/tobaccocontrol-2014-051953.full>

facilities such as bars, restaurants, night clubs and outdoor venues to choose whether or not to allow vapor products at their own discretion. These restrictions protect minors from unnecessary exposure while giving adult tobacco users the incentive to switch to potentially less harmful products.

This reasonable approach would be a practical step to regulate vapor products in the manner that best protects minors and adults. We urge you to give this reasonable approach full consideration and to adopt it without reservation.

Thank you for your time and consideration.

Sincerely,



Carlos Lindo

President, R.J. Reynolds Vapor Company