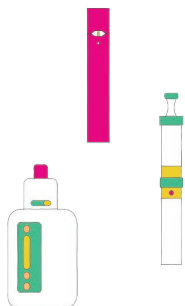




#TOBACCOFREEGENERATION

PROTECT CHILDREN FROM THE DECEPTION OF THE TOBACCO AND E-CIGARETTE INDUSTRY

WHAT ARE E-CIGARETTES?



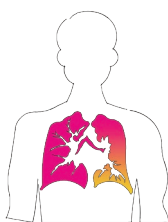
Electronic cigarettes or e-cigarettes are battery-operated devices that heat a liquid solution to generate an aerosol that users inhale.

Corporations behind the production of tobacco and e-cigarettes are one and the same and so is their ultimate goal: maximum profit over people's health. The Altria Group (the parent company of Philip Morris, which produces Marlboro) has a 35% stake in Juul, a vape company.

Source: NPR/CNBC, 2018

WHY E-CIGARETTES ARE DANGEROUS AND SHOULD BE HEAVILY REGULATED

E-cigarettes cause lung injury and heart disease. It causes EVALI (E-cig or Vaping-Associated Lung Injury) and heart disease, and its emissions, when inhaled, contain substances that can harm other people, especially children.



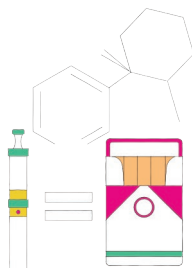
Source: American Cancer Association Facts and Figures, 2019

E-cigarettes do not help old smokers quit; nicotine replacement therapies and personalized tobacco dependence treatments do.



Source: World Health Organization, 2020

E-cigarettes are highly addictive. It contains nicotine, an addictive and poisonous substance that also causes aging and bad skin. Liquid flavors and combinations contain nicotine concentrations as high as 36 mg/ml—which is equivalent to 1 pack of regular cigarettes.



Source: HealthJustice Philippines, 2019

E-cigarettes are shamelessly marketed to children and young people. In the Philippines, almost 1 in every 5 e-cigarette users are aged 19 below. The tobacco and e-cigarette industry profits most from getting people to start smoking as early as possible, or while the young individual is still easily influenced and manipulated, and can develop an addiction to nicotine.



Source: FNRI

THE TOBACCO AND E-CIGARETTE INDUSTRY REFUSES TO TELL YOU THE TRUTH: THE ULTIMATE PRODUCT IN THE CREATION AND MARKETING OF E-CIGARETTES IS THE CHILD SMOKER.



DID YOU KNOW?



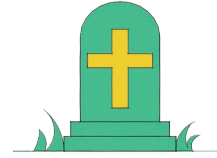
In October 2018, a 17-year-old Filipino boy was hospitalized after an e-cigarette exploded in his mouth, causing serious scarring and deformity.

Source: Department of Health



In November 2019, a 16-year-old Filipino girl was diagnosed with EVALI (E-cig or Vaping-Associated Lung Injury). According to the Department of Health, the girl needed oxygen supplementation and was admitted to the ICU.

Source: Rappler article



In May 2018, news outlets in the United States reported that an unregulated e-cigarette device allegedly manufactured in Lapu-Lapu City, Cebu exploded and penetrated a Florida man's brain, causing his death.

Source: Cebu Daily News

CURRENT LAWS REGULATING E-CIGARETTES

There are two national excise tax laws regulating e-cigarettes:

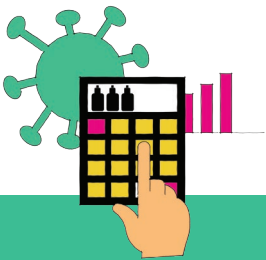
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RA 11346 (TOBACCO TAX LAW OF 2019), which has increased tax on tobacco products; and

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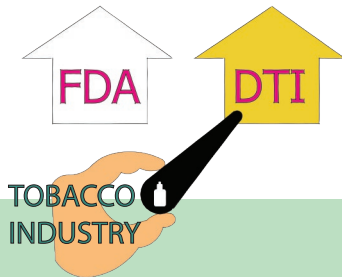
RA 11467 (INCREASING EXCISE TAXES ON ALCOHOL AND E-CIGARETTES LAW OF 2020), which has given the Food and Drug Administration (FDA) the authority to regulate e-cigarettes, including the ban on all flavors other than tobacco and menthol and prohibition of sale to children and young people below 21 years old.

4 WAYS TO PROTECT CHILDREN AND YOUNG PEOPLE FROM THE DECEPTION OF THE TOBACCO AND E-CIGARETTE INDUSTRY



Strictly enforce the ban of the use of e-cigarettes in all public spaces and public or private workplaces.

Studies show that smoking and e-cigarette use make people more vulnerable to severe forms of COVID-19. This will reduce not only direct tobacco use but also exposure of non-smokers to smoke, and in effect, reducing vulnerability to COVID-19.



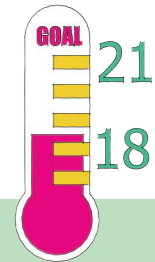
Maintain the FDA as the lead regulatory agency for e-cigarettes.

Transferring the regulatory authority to the Department of Trade and Industry where e-cigs will be treated as regular consumer products is a huge loss for public health and the protection of children's health and a huge win for the tobacco and e-cigarette industry.



Ban all flavors to protect children from entering a life of smoking.

Flavors are specifically used by the industry to hook children into the use of e-cigarettes. If children and young people are truly not the target market of the industry, then all flavors including menthol should be banned.



Maintain 21 as the minimum age for buying e-cigarettes.

All health experts agree that a higher minimum age is extremely crucial to prevent children from getting addicted to the product. When smokers start young and develop addiction, the industry gets to benefit the most. Similarly, access to conventional cigarettes must also be raised.