



Statement on Trump Administration Announcement Regarding Flavored Tobacco

For Immediate Release: September 11, 2019

Contact: Aonya McCruiston, aonya@berlinrosen.com, 253-222-4283

LOS ANGELES — Following the Trump Administration announcement that it may move to end the sale of flavored e-cigarettes, LA Families Fighting Flavored Tobacco, the local coalition in Los Angeles, issued the following statement from Dr. Tomás Torices, the executive director of the Southern California chapter of the American Academy of Pediatrics:

“Los Angeles is poised to be a national leader in protecting public health by ending the sale of all flavored tobacco products, including menthol cigarettes. Candy flavors like menthol, mint, gummy bear and chocolate mask the dangerous and addictive nature of these nicotine-delivery products. In California, over 85% of youth e-cigarette users use flavored e-cigarettes and consuming just one quarter of a JUUL pod per day can meet the threshold for addiction.

“A rising wave of deaths related to e-cigarettes, urgent health concerns and a growing number of youth who regularly use these products demonstrates that immediate action is necessary. While the FDA’s announcement that it will take action is encouraging, we have been waiting since 2009 and we cannot wait any longer for the Washington gridlock to clear. A comprehensive policy that best protects kids will include all flavored tobacco products, including e-cigarettes, cigars, and menthol cigarettes.

“We know that Los Angeles leaders take the public’s health, especially youth, seriously and we urge them to end the sale of all flavored tobacco products now.”