



September 24, 2019

President Donald Trump  
 The White House  
 1600 Pennsylvania Avenue, N.W.  
 Washington, DC 20500

Dear Mr. President:

Our organizations commend and fully support your plan to remove all non-tobacco flavored e-cigarettes from the market, including mint and menthol flavors. If this plan is swiftly and fully implemented, it will play a critical role in reversing the youth e-cigarette epidemic.

Data from the 2019 National Youth Tobacco Survey (NYTS) shows that the youth e-cigarette epidemic has gotten even worse in the past year. E-cigarette use among high school students rose from 20.8% in 2018 to 27.5% in 2019, meaning that more than 1 in 4 high schoolers use e-cigarettes. A total of 5 million U.S. kids now use e-cigarettes. This is a public health crisis.

Nearly all (97%) current youth e-cigarette users use flavored e-cigarettes and 70% use e-cigarettes “because they come in flavors I like.” We urge your Administration to act without delay to finalize and implement its plan to remove all flavored e-cigarettes from the market—both in retail stores and online.

We urge you to reject tobacco industry pleas to weaken your proposal. It is critical to issue the revised compliance policy as announced on September 11, which included a prohibition on all non-tobacco flavors, including mint and menthol. As the 2019 NYTS data shows, mint and menthol are just as appealing to youth as other e-cigarette flavors like fruit. The percentage of high school e-cigarette users who report using mint and menthol flavors rose to 63.9% in 2019, up from 51.2% in 2018 and 42.3% in 2017. Given the prevalence of mint and menthol flavors among youth e-cigarette users and the lack of evidence that these flavors play any role in helping adults quit smoking, there is no public health justification to exempt them from any policy proposal. If the goal is to remove the e-cigarettes that are most attractive to youth, any proposal that ignores mint and menthol flavors falls short.

We urge your Administration to issue and implement the final guidance policy on the timetable stated by Secretary Azar, who stated that the FDA would issue the final policy within weeks and enforce it 30 days later.

We must do everything we can to prevent e-cigarettes from becoming an on-ramp to nicotine addiction for a generation of youth. We strongly support your proposal to swiftly remove all non-tobacco flavored e-cigarettes from the marketplace and urge you to move forward to implement this proposal without delay.

Sincerely,

Academy of General Dentistry  
Action on Smoking and Health  
African American Tobacco Control Leadership Council  
Allergy & Asthma Network  
American Academy of Family Physicians  
American Academy of Oral and Maxillofacial Radiology  
American Academy of Otolaryngology- Head and Neck Surgery  
American Academy of Pediatrics  
American Association for Cancer Research  
American Association for Respiratory Care  
American Cancer Society Cancer Action Network  
American College of Cardiology  
American College of Physicians  
American College of Preventive Medicine  
American Dental Association  
American Federation of School Administrators  
American Federation of Teachers  
American Heart Association  
American Lung Association  
American Medical Student Association  
American Public Health Association  
American School Health Association  
American Society of Clinical Oncology

American Thoracic Society  
Association of Schools and Programs of Public Health  
Association of State and Territorial Health Officials  
Campaign for Tobacco-Free Kids  
Catholic Health Association of the United States  
ClearWay Minnesota  
Community Anti-Drug Coalitions of America  
Counter Tools  
Eta Sigma Gamma – National Health Education Honorary  
International Association for the Study of Lung Cancer  
March of Dimes  
National African American Tobacco Prevention Network  
National Association of County and City Health Officials  
National Association of Elementary School Principals  
National Association of School Nurses  
National Association of Secondary School Principals  
National Education Association  
National Hispanic Medical Association  
National Network of Public Health Institutes  
Oncology Nursing Society  
Parents Against Vaping E-Cigarettes (PAVe)  
Protect Kids: Fight Flavored E-Cigarettes  
Public Health Law Center  
Public Health Solutions  
Respiratory Health Association  
Society for Public Health Education  
Students Against Destructive Decisions  
The Society of State Leaders of Health and Physical Education  
The Society of Thoracic Surgeons  
Trinity Health  
Trust for America's Health  
Truth Initiative  
U.S. PIRG

CC:

The Honorable Alex Azar, Secretary of Health and Human Services  
The Honorable Jerome Adams, Surgeon General of the United States  
The Honorable Norman Sharpless, Acting Commissioner of the Food and Drug Administration