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Title: Ban E-cigarette Advertisements  
Introduced by: Annette Mercatante, MD, for the St. Clair County Delegation  
Original Author: Ronaldo Balboa, MD  
Referred to: Reference Committee D  
House Action: **APPROVE**

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Whereas, e-cigarettes are fast becoming popular among smokers, and

Whereas, their use and efficacy are controversial with a majority of e-cigarette users still smoking traditional cigarettes, leading to concerns that dual use can "delay or deter quitting"<sup>1</sup>, and

Whereas, an estimated 20 million Americans currently have at least experimented with the devices<sup>2</sup>, which use a battery to heat up so-called e-liquids, flavored solutions that usually contain nicotine, until they turn to vapor that is inhaled, and

Whereas, the e-cigarette market is worth about \$3 billion annually and could hit \$10 billion by the end of 2017, and

Whereas, sensing the opportunity, international tobacco companies have begun to produce and market their own brands of e-cigarettes and acquire existing e-cigarette companies, and

Whereas, Imperial Tobacco is marketing Blu eCigs, British American Tobacco is marketing Vype, R. J. Reynolds Tobacco Company is marketing Vuse and Altria is marketing MarkTen, and

Whereas, reminiscent of 1960s cigarette marketing, these products are being aggressively marketed towards adolescents; therefore be it

RESOLVED: That the Michigan Delegation to the American Medical Association (AMA) ask our AMA to advocate for a total ban of e-cigarette advertising in television and radio.

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WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE

<sup>1</sup> Grana R, Benowitz N, Glantz SA. E-cigarettes: a scientific review. *Circulation* 129 (19): 1972–86.

<sup>2</sup> Angelo Young. Are E-Cigarettes Safe? New Study Says Millions Who Use 'Vaping' As Tobacco Alternative Are Sucking In Formaldehyde. *Ibetimes*. September 5, 2015.