

MEDICAL SOCIETY
of the
STATE OF NEW YORK

Morris Auster, Esq.

Senior Vice President /
Chief Legislative Counsel

Division of Governmental Affairs
MEMORANDUM IN SUPPORT

In Assembly Codes Committee

A. 47 (Rosenthal)

On Senate Calendar

S. 428 (Hoylman)

An act to amend the public health law, in relation to prohibiting the sale and distribution of flavored e-liquid for use in e-cigarettes

This measure prohibits the sale and distribution of flavored "e-liquids" for use in electronic cigarettes and electronic cigarettes containing such flavoring. **The Medical Society of the State of New York supports this measure.**

Throughout the country and New York State, the use of electronic cigarette is on the rise especially among adolescents and young adults. E-cigarette use poses a significant health risk to young people in by increasing the possibility of addiction and long-term harm to brain development and respiratory health. E-cigarettes liquid is nicotine and most now have flavoring in them. E-cigarettes are considered tobacco products.

According to a 2016 report by the U.S. Surgeon General, young adult users of e-cigarettes (ages 18 through 24) are much more likely to use flavored e-cigarettes than are users over the age of 25. The Surgeon General also reported that the majority of youth who have tried e-cigarettes first used a flavored product. Youth are attracted to e-cigarette due to the flavoring and a perceived lower risk than using traditional tobacco products. Electronic cigarette companies use colorful packaging and enticing flavors to lure young people when they are at the most common age to begin smoking.

Tobacco companies have a long history of using creative tactics to draw in adolescents and young adults to begin smoking and are now using flavoring to entice young people to begin using e-cigarettes. This measure would prohibit the distribution of flavored "e-liquids" in e-cigarettes. This bill would eliminate the temptation for young people in New York State to try flavored electronic cigarettes and in turn reduce the number of people who become regular users of tobacco products.

The Medical Society of the State of New York supports this measure and urges its passage.

Respectfully submitted,

Division of Governmental Affairs

PFC/support
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