

Vapor Product Compliance & Enforcement

Background

- 2008 – E-cigs start hitting the online market
- 2010 - DIY consumers start driving the e-liquid market
- 2012 – Lorillard purchases blu (changes whole dynamic)
- 2013 - Vape shops begin to proliferate (apex in 2016)
- 2013 – Altria purchases Green Smoke
- 2014 – Independent vape industry introduces its own age verification program so as not be submit to the We Card tobacco stigma
- 2016 – FDA classifies vapor products like tobacco; age limits on sales takes effect

Product Pendulum



Products



- **Fear mongering “science” largely debunked** <https://www.frontiersin.org/articles/10.3389/fphys.2017.01119/full>
- **25-30% of vapor product sales are zero nicotine**
- **CDC & FDA include vaporized marijuana, CBD, caffeine, melatonin in teen vapor use numbers**

“The overwhelming amount of death and disease attributable to tobacco is caused by addiction to cigarettes – the only legal consumer product that, when used as intended, will kill half of all long-term users,” said FDA Commissioner Scott Gottlieb, M.D. “Unless we change course, 5.6 million young people alive today will die prematurely later in life from tobacco use. Envisioning a world where cigarettes would no longer create or sustain addiction, and where adults who still need or want nicotine could get it from alternative and less harmful sources, needs to be the cornerstone of our efforts – and we believe it’s vital that we pursue this common ground.”

Enforcement:

FDA C-Store & Vape Shop Inspections

Jan 1 – August 31 each year

- **2018: 100,153**
- **2017: 134,838**
- **2016: 132,072**
- **2015: 137,554**
- **2014: 77,437**
- **2013: 58,139**
- **2012: 46,109**
- **2011: 15,800**

**91.2% of vape shops
that violated ban on
sales to minors
carried black
market (non-FDA
registered products)**

Compliance

Lack of compliance hurts compliant businesses

- Undercuts pricing
- Compliant businesses spend more \$\$
- Drives additional, expensive regulation

FDA inspections do not deal with 3rd party sales

- Most prevalent way youth have access to products

Thank You!

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