



**TESTIMONY OF
THE DEPARTMENT OF THE ATTORNEY GENERAL
THIRTIETH LEGISLATURE, 2019**

ON THE FOLLOWING MEASURE:

H.B. NO. 276, RELATING TO FLAVORED TOBACCO PRODUCTS.

BEFORE THE:

HOUSE COMMITTEE ON HEALTH

DATE: Tuesday, February 5, 2019

TIME: 9:05 a.m.

LOCATION: State Capitol, Room 329

TESTIFIER(S): Clare E. Connors, Attorney General, or
Richard W. Stacey, Deputy Attorney General

Chair Mizuno and Members of the Committee:

The Department of the Attorney General supports the intent of the bill and provides the following comments and suggested amendments.

The bill seeks to address the health dangers caused by flavored tobacco products as used by both adults and youth in Hawaii.¹ The bill seeks to create a new criminal offense for any retailers or their agents or employees selling, offering for sale or possessing with intent to sell or offer for a sale, a flavored tobacco product. In addition the bill provides definitions of “E-liquid” and “Flavored tobacco product.”

We note some wording issues that may need to be addressed. It appears that some of the wording used in section 2 of the bill (pages 5-6) borrows from section 712- 1258(6), Hawaii Revised Statutes (HRS), which proscribes the sale of tobacco products and electronic smoking devices (ESDs) to persons under twenty-one years of age. There are areas where the wording here may need to be amended to conform with the intent of this bill. For instance, section 2, “§712- ”, subsection (3) (page 6, lines 3-8) states that “[a]ny tobacco product or [ESD] in the retailer’s possession at the time of

¹ See *Grusendorf v. City of Oklahoma City*, 816 F.2d 539 (10th Cir.1987) (the act of smoking a cigarette does not rise to the level of a fundamental right), as cited by *City of North Miami v. Kurtz*, 653 So.2d 1025, 1028 (Fla. 1995). In addition, in 2009, the U.S. Food and Drug Administration (FDA) banned cigarettes with characterizing flavors other than menthol (e.g., cherry, chocolate), which are known to appeal to youth and young adults, U.S. Food & Drug Administration, Menthol and Other Flavors in Tobacco Products, available at <https://www.fda.gov/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm2019416.htm#reference>. Last visited January 30, 2019. In November 2018, the FDA announced new planned restrictions on certain flavored products related to e-cigarettes. <https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm625884.htm>. Last visited January 30, 2019.

violation of this section shall be seized, summarily forfeited to the State and destroyed by law enforcement following the conclusion of an administrative or judicial proceeding finding that a violation of this section has been committed.” This wording, although taken almost verbatim from section 712-1258(6), HRS, seems to leave open the possibility that all tobacco products and ESDs in the retailer’s possession at the time of the violation shall be forfeited. This raises due process concerns. If the intent is that only the prohibited flavored tobacco products are to be considered contraband and forfeited, instead of all tobacco products and ESDs in the retailer’s possession, some clarifying wording would address that concern. The wording should be more specific as to flavored tobacco products only. Language similar to the exemption for contraband cigarettes in the forfeiture statute, section 712A-5(d), HRS, might also be considered – “Contraband or untaxed cigarettes in violation of chapter 245, shall be seized and summarily forfeited to the State without regard to the procedures set forth in this chapter.”

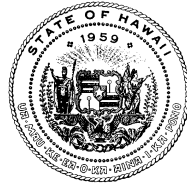
There is a similar issue raised by section 2, “§712- ”, subsection (4) (page 6, lines 9-10), which states that a person in violation “may be fined as provided in section 712-1258(6) by the enforcing agency.” The penalties set forth in section 712-1258(6), HRS, however, are tied to specific provisions of that section, and would not necessarily fit the violations set forth here. Spelling out the specific penalties for violations of this particular criminal offense within this bill should address that issue. The term “enforcing agency” is incorrect, since the courts would issue any fines or penalties for a criminal offense, not the enforcing agency.

On a related note, since this new criminal offense will be set forth in chapter 712, HRS, within the penal code, there does not appear to be a need to specify which entities will enforce this crime, (“enforcing agency,” as defined in section 2, “§712- ”, subsection (6) (page 8, lines 9-13)), as any law enforcement entity authorized to enforce state laws will have the ability to do so.

Section 4 states that “[t]his Act shall be liberally construed to accomplish the purpose set forth in section 2 of this Act.” Page 9, lines 14-15. Section 2, as discussed

earlier, sets forth the wording making the sale of flavored tobacco products a criminal offense. While this wording may prove helpful, in a criminal statute the burdens are higher than in other laws, and any ambiguity would likely be resolved in the criminal defendant's favor under the rule of lenity. "The rule of lenity 'instructs that, where a statute is ambiguous, courts should not interpret the statute so as to increase the penalty that it places on the defendant.'" United States v. Hertler, 776 F.3d 680, 685–86 (9th Cir. 2015), as cited by United States v. Edling, 895 F.3d 1153, 1158 (9th Cir. 2018).

Thank you for the opportunity to testify and provide comments and offered amendments on this bill.



STATE OF HAWAII
DEPARTMENT OF HEALTH
P. O. Box 3378
Honolulu, HI 96801-3378
doh.testimony@doh.hawaii.gov

**Testimony in SUPPORT of H.B.276
RELATING TO FLAVORED TOBACCO PRODUCTS**

REPRESENTATIVE JOHN M. MIZUNO, CHAIR
HOUSE COMMITTEE ON HEALTH

Hearing Date: February 5, 2019

Room Number: 329

1 **Fiscal Implications:** None

2 **Department Testimony:** The Department of Health (DOH) supports House Bill 276 (H.B. 276)
3 which proposes to amend Chapter 712, HRS by prohibiting the sale or distribution of all flavored
4 tobacco products, including products with menthol, in the State of Hawaii effective January 1,
5 2020.

6 The unprecedented youth vaping epidemic in Hawaii has become a serious public health
7 issue. Exposure to nicotine during adolescence can cause addiction and harm the developing
8 adolescent brain.¹ In contrast to the positive decline in combustible tobacco smoking, use of
9 electronic smoking devices (ESDs), also known as vaping or e-cigarettes, has increased
10 dramatically over the last decade, making ESDs the most common tobacco product used among
11 youth.

12 Hawaii data showed that from 2011 to 2015, experimentation with vaping among middle
13 school students increased six-fold while among high school youth it increased by four-fold.²
14 According to the Hawaii 2017 Youth Risk Behavior Survey, 16% of middle school and 26%
15 high school youth are current ESD users. The prevalence rates are even higher on the neighbor

¹ US Department of Health and Human Services. E-cigarette use among youth and young adults: a report of the Surgeon General. Atlanta, GA: US Department of Health and Human Services, CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2016.

² Hawaii State Department of Health 2015 Hawaii Youth Tobacco Survey. Hawaii Health Data Warehouse

1 islands with Hawaii County at 34%; Maui County at 32%; and Kauai County at 31%³ These
2 percentages are over twice as high as the national average of 13%.⁴

3 Scientific studies are increasingly reporting that flavors are one of the main reasons that
4 youth use tobacco. In recent years, there has also been an explosion of sweet or kid-friendly
5 flavored tobacco products, especially for ESDs and cigars. A 2014 study identified more than
6 7,700 unique e-cigarette flavors, with an average of more than 240 new flavors being added per
7 month.⁵ Among student responders to the 2017 Hawaii Youth Tobacco Survey reporting ever-
8 using ESDs, 26% stated the availability of “flavors such as mint, candy, fruit, or chocolate” was
9 their primary reason for using ESDs. Further, one in four said they did not believe ESDs to be
10 dangerous.²

11 The 2009 federal Family Smoking Prevention and Tobacco Control Act, prohibited the
12 sale of cigarettes with characterizing flavors other than menthol or tobacco, including candy and
13 fruit flavors with the purpose of deterring youth smoking. (Amongst cigarette flavors available
14 was Camel’s “*Kauai Kolada*” described as, “Hawaiian hints of pineapple and coconut,” in
15 special edition packaging featuring a recumbent dark-haired young woman wearing a lime-slice
16 lei, bikini top and hula skirt.) This prohibition only extended to flavored cigarettes and their
17 flavored cigarette component parts, such as tobacco, filter, or paper.”⁶ It did not apply to non-
18 cigarette tobacco products, nor the flavors of menthol and tobacco. The absence of regulation
19 has led to the proliferation of flavored tobacco products in the marketplace, enticing new users,
20 particularly youth, to a lifetime of nicotine addiction. This growing market for flavored tobacco
21 products is undermining the nation’s overall progress in reducing youth tobacco use.

22 The Department supports this legislation to ban flavored tobacco products. Ending the
23 sale of flavored tobacco products is an issue of both health and social justice. Candy and fruit

³ Hawaii State Department of Health 2017 Youth Risk Behavior Survey. Hawaii Health Data Warehouse

⁴ US Youth Risk Behavioral Surveillance Systems, 2017, <https://www.cdc.gov/healthyyouth/data/yrbs/pdf/2017/ss6708.pdf>.

⁵ American Academy of Pediatrics, Campaign for Tobacco-Free Kids. The Flavor Trap: How Tobacco Companies are Luring Kids with Candy Flavored E-cigarettes and Cigars. March 2017. Retrieved on January 29, 2019 from https://www.tobaccofreekids.org/microsites/flavortrap/executive_summary.pdf

⁶ Ctr. For Tobacco Products, Food & Drug Admin., Guidance to Industry and FDA Staff: General Questions and Answers on the Ban of Cigarettes that Contain Certain Characterizing Flavors 1 (2D ED.) (2009)

1 flavored tobacco products are being marketed to youth intentionally as a way of replacing adult
2 smokers of traditional cigarettes. Those who use flavored tobacco products are more likely to
3 progress to regular smoking. The major tobacco companies continue to invest heavily in
4 flavored tobacco products with their own brands or acquired existing e-cigarette companies.
5 Global e-cigarette industry grew dramatically and by 2017 was valued at 10.24 billion US
6 dollars. Most recently, Altria, parent company of Phillip Morris, invested \$12.8 billion dollars or
7 35 percent stake in JUUL, a product so popular with youth, “to JUUL,” is used as a synonym for
8 vaping. A flavored pod of JUUL contains as much nicotine as 20 regular cigarettes. The passage
9 of H.B. 276 would be a significant policy to close the market of appealing products that are
10 addicting our youth and young adults to nicotine.

11 Thank you for the opportunity to testify.

12 **Offered Amendments:** None



STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2360
HONOLULU, HAWAII 96804

Date: 02/05/2019
Time: 09:05 AM
Location: 329
Committee: House Health

Department: Education
Person Testifying: Dr. Christina M. Kishimoto, Superintendent of Education
Title of Bill: HB 0276 RELATING TO FLAVORED TOBACCO PRODUCTS.
Purpose of Bill: Bans the sale of flavored tobacco products. Effective 1/1/2020.

Department's Position:

The Department of Education supports HB 276, provided that its passage does not replace or adversely impact priorities as indicated in our BOE approved budget

The 2017 Hawaii Youth Risk Behavior Survey data indicate that almost half of Hawaii's youths have tried e-cigarettes, and 25% are now regular users. Although cigarette use has declined in recent years, it is still concerning, with 22% of high school students saying that they have smoked a cigarette. The nicotine in tobacco products has been found to be addictive and is especially harmful to youth neurologic development. There are numerous other negative health consequences associated with the use of tobacco products and second hand exposure to tobacco smoke and electronic smoking devices (ESD) vapor, including higher rates of asthma and respiratory infection. These health conditions may limit a student's ability to attend and participate fully in school and may have long term effects on their educational attainment.

The Department of Education, in partnership with the Department of Health, is committed to helping students develop healthy practices, aimed toward achieving optimal academic success. Toward this end, the Department is actively engaged in educating our youth as to the harmful risks and dangers associated with the growing use of all tobacco products, including e-cigarettes. These efforts include a social media campaign, encouraging school-level student-led projects (e.g., video, art, essays, presentations, etc.), distributing informational pamphlets to students, erecting posters discouraging the use of all tobacco products, embedding curriculum on this topic into health and physical education classes, and holding parent nights to disseminate information.

The safety and well-being of all of our students is paramount to the Department of Education.

Thank you for the opportunity to provide testimony on this measure.

The Hawaii State Department of Education seeks to advance the goals of the Strategic Plan which is focused on student success, staff success, and successful systems of support. This is achieved through targeted work around three impact strategies: school design, student voice, and teacher collaboration. Detailed information is available at www.hawaiipublicschools.org.



HB276
RELATING TO FLAVORED TOBACCO PRODUCTS.
House Committee on Health

February 5, 2019

9:05 a.m.

Room 329

The Office of Hawaiian Affairs (OHA) Committee on Beneficiary Advocacy and Empowerment will recommend that the Board of Trustees **SUPPORT** HB276, which seeks to ban the sale of flavored tobacco products. This bill would help protect Native Hawaiian adults and youth—who already exhibit high rates of tobacco product use and chronic disease—from the cumulative and harmful health consequences of e-cigarette and other tobacco use.

OHA has long advocated for meaningful policies which reduce health inequities faced by Native Hawaiians. Most recently, OHA spearheaded the State effort to codify “social determinants of health” through Act 155 (Reg. Sess. 2014) and require state agencies to take a holistic and systemic approach to addressing health disparities seen in Native Hawaiian and other communities. In furtherance with our strategic plan and advocacy efforts, we now seek to improve the conditions of Native Hawaiians by reducing substance abuse, including tobacco and nicotine products.

Smoking and tobacco use have had severe consequences for Native Hawaiians. For example, Native Hawaiian women have the highest rates of asthma in the State,¹ and exposure to tobacco smoke exacerbates such respiratory issues, making asthma very dangerous and difficult to control. Moreover, health data reveals that lung and bronchus cancers associated with tobacco use kill more kāne (31.3%) than any other form of cancer; this trend has remained steady since 1975.² Alarming, nearly one in five Native Hawaiians is a current smoker³; and Native Hawaiian youth are more likely than any other ethnic youth group in Hawai’i to use electronic vaping products, with one in three of these users being adolescent females.⁴

E-cigarette use in particular has become “a major health concern” among youth nationwide, according to the United States Surgeon General. To address the skyrocketing rates of vaping in high schools and middle schools, the FDA has recently moved toward a

¹ OFFICE OF HAWAIIAN AFFAIRS, HAUMEA—TRANSFORMING THE HEALTH OF NATIVE HAWAIIAN WOMEN AND EMPOWERING WĀHINE WELL-BEING (2018).

² OFFICE OF HAWAIIAN AFFAIRS, KĀNEHŌ’ĀLANI – TRANSFORMING THE HEALTH OF NATIVE HAWAIIAN MEN (2017).

³ OFFICE OF HAWAIIAN AFFAIRS, HAUMEA—TRANSFORMING THE HEALTH OF NATIVE HAWAIIAN WOMEN AND EMPOWERING WĀHINE WELL-BEING (2018).

⁴ OFFICE OF HAWAIIAN AFFAIRS, NATIVE HAWAIIAN DATA BOOK (2019).

ban on flavored e-cigarettes, menthol cigarettes, and flavored cigars; national advocacy is also prompting efforts to ban favored tobacco products that are clearly marketed toward and popular among youths. By prohibiting the sale of flavored tobacco products, including e-cigarette “juice,” **HB276 will place Hawai’i at the lead of such efforts to protect children and adults alike, while promoting the well-being of the Native Hawaiian community and a healthier Hawai’i overall.**

Accordingly, OHA urges the Committee to **PASS** HB276. Mahalo nui for the opportunity to testify on this measure.

Justin F. Kollar
Prosecuting Attorney



Rebecca Vogt Like
Second Deputy

Jennifer S. Winn
First Deputy

Diana Gausepohl-White
Victim/Witness Program Director

OFFICE OF THE PROSECUTING ATTORNEY

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**THE HONORABLE JOHN M. MIZUNO, CHAIR
HOUSE COMMITTEE ON HEALTH
The Thirtieth Legislature
Regular Session of 2019
State of Hawai'i**

February 5, 2019

RE: H.B. 276; RELATING TO FLAVORED TOBACCO PRODUCTS.

Chair Mizuno, Vice-Chair Kobayashi and members of the House Committee on Health, the Office of the Prosecuting Attorney of the County of Kaua'i ("Office") strongly supports H.B. 276.

The purpose of H.B. 276 is to prohibit the sale or distribution of all flavored tobacco products, including menthol, in the State of Hawai'i towards the goal of curbing the recent explosion in use of electronic smoking devices among the youth of Hawai'i.

Flavored tobacco products, primarily those marketed towards users of electronic smoking devices, clearly target children and teens. Flavors like "Fruit Hoops", "Sour Straws" and "Cookie Monsta" with their sweet odors and flavors pervade our middle and high schools. Although the FDA has recently taken some steps towards curbing these predatory practices, those steps are too hesitant and will not prevent irreversible damage from being done to the health of thousands of young people in Hawai'i. Although some proponents have indicated that electronic smoking devices reduce use of conventional cigarettes, they have also resulted in a tremendous and sudden increase in tobacco usage by young people. It must also be noted that electronic smoking devices are NOT FDA-approved tobacco cessation devices.

For all of the foregoing reasons, the Office of the Prosecuting Attorney of the County of Kaua'i strongly supports H.B. 276. Thank you for the opportunity to testify on this matter.

HAWAII YOUTH SERVICES NETWORK

677 Ala Moana Boulevard, Suite 904 Honolulu, Hawaii 96813

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Web site: <http://www.hysn.org> E-mail: info@hysn.org

Rick Collins, President

Judith F. Clark, Executive Director

Bay Clinic

Big Brothers Big Sisters of Hawaii

Bobby Benson Center

Child and Family Service

Coalition for a Drug Free Hawaii

Collins Consulting, LLC

Domestic Violence Action Center

EPIC, Inc.

Family Programs Hawaii

Family Support Hawaii

Friends of the Children of West Hawaii

Hale Kipa, Inc.

Hale 'Opio Kauai, Inc.

Hawaii Children's Action Network

Hawaii Health & Harm Reduction Center

Hawaii Student Television

Ho'ola Na Pua

Kahi Mohala

Kokua Kalihi Valley

Maui Youth and Family Services

Na Pu'uwai Molokai Native Hawaiian Health Care Systems

P.A.R.E.N.T.S., Inc.

Parents and Children Together (PACT)

PHOCUSED

PFLAG – Kona Big Island

Planned Parenthood of the Great Northwest and Hawaiian Islands

Residential Youth Services & Empowerment (RYSE)

Salvation Army Family Intervention Services

Sex Abuse Treatment Center
Susannah Wesley Community Center

The Catalyst Group

January 28, 2019

To: Representative John Mizuno, Chair
And members of the Committee of Health

TESTIMONY IN SUPPORT OF HB 276 RELATING TO FLAVORED TOBACCO PRODUCTS

Hawaii Youth Network Services, a statewide coalition of youth-serving organizations, supports HB 276 Relating to Flavored Tobacco Products.

Elimination of flavored tobacco products across the state of Hawai'i will prevent addiction, reduce continued use of tobacco products throughout one's lifespan, and prevent chronic health conditions such as COPD and cardiovascular disease.

It is important to ban flavored tobacco products as today's marketing targets and encourages youth to take part in this unhealthy behavior. Hawaii has the fifth highest amount of vaping in the United States. E-cigarettes continue to grow in popularity leading to a potential health epidemic. With up to 15,500 flavors, e-cigarettes are of particular interest and attraction to Hawai'i's youth. Along with the enticing flavors and packaging, youth perceive e-cigarettes to be less harmful than other nicotine filled tobacco products. Students have shared that vaping is a popular activity that occurs both inside and outside of the academic setting. Youth have the ability to access flavorless tobacco through social media accounts, vape stores without regulation of the 21-year-old age law, and online orders with their parent's credit cards.

Youth do not understand the dangers of this harmful product. E-cigarettes contain toxic chemicals. These ingredients result in chronic health consequences including lung cancer, addiction, central nervous system damage, and delay of proper adolescent brain development.

808novape researchers have found that:

- 26% of Hawai'i high school students are using e-cigarettes
- 94% online purchases of e-cigarettes have been successful amongst teens
- 60% of teens believe occasional use of e-cigarettes does little to of harm
- 70% of middle and high schoolers have recently seen e-cigarette advertising

Four of five young people who use tobacco start with a flavored product. Tobacco is one of the leading causes of death and should not be accessible to Hawai'i's youth. Please ban the sale of flavored tobacco products.

Thank you for this opportunity to testify.

A handwritten signature in black ink that reads "Judith F. Clark". The signature is written in a cursive style with a large initial 'J'.

Judith F. Clark, MPH
Executive Director



Testimony in SUPPORT of H.B.276: Relating to Flavored Tobacco Products

To: Representative John M. Mizuno, Chair, House Committee on Health

Keiki Injury Prevention Coalition (KIPC) supports HB276 which bans the sale of flavored tobacco products.

E-cigarettes, particularly JUUL products that come with appealing flavors are very popular with tweens and teens. Marketing and peer pressure have led to this popularity. Flavoring and the sweet odors of these products mask the dangers of using JUUL and other products that contain flavored tobacco. Consuming these potent addicting products can lead to live-long illnesses. Vaping entrepreneurs have been using strategies from tobacco companies to market their products directly to children. Add-on products like flavored tobacco make the product very appealing to tweens and teenagers. Friends and younger siblings are eager to try a new cool activity, this increases peer pressure of being a part of the “in group” which might lead a teen’s decision to use tobacco products.

There is significant dangers associated with nicotine. According to JUUL (e-cigarette product), a single pod (flavored tobacco) contains the same amount of nicotine as a pack of cigarettes. The *American Journal of Medicine* linked teen e-cigarette use with future cigarette use. There is a perception that vaping is unoffending, and even a healthy way to wean off of cigarettes, however it has been reported that 63% of young adults who use JUUL products with flavored nicotine did not know the substance contains nicotine (Safe Kids Worldwide).

If this bill passes, Hawai‘i will lead the nation in showing how we value our keiki health and safety by banning flavored tobacco products. Please pass this bill, HB276.

Mahalo,

Lisa Dau, RN
Injury Prevention Coordinator
Keiki Injury Prevention Coalition

HB-276

Submitted on: 2/1/2019 10:12:31 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Joseph Kohn MD	We Are One, Inc. - www.WeAreOne.cc - WAO	Support	No

Comments:

As a resident, physician, and the founder of We Are One, Inc. I demand you protect our people and stop the addiction and poisoning of our keiki. Ban Flavored Tobacco Products. Nicotine is as addictive as heroine and cocaine combined.

Joseph Kohn MD, Wailuku

www.WeAreOne.cc



**Testimony to the House Committee on Health
Tuesday, February 5, 2019; 9:05 a.m.
State Capitol, Conference Room 329**

RE: SUPPORTING HOUSE BILL NO. 0276, RELATING TO FLAVORED TOBACCO PRODUCTS.

Chair Mizuno, Vice Chair Kobayashi, and Members of the Committee:

The Hawaii Primary Care Association (HPCA) is a 501(c)(3) organization established to advocate for, expand access to, and sustain high quality care through the statewide network of Community Health Centers throughout the State of Hawaii. The HPCA **SUPPORTS** House Bill No. 0276, RELATING TO FLAVORED TOBACCO PRODUCTS.

The bill, as received by your Committee, would:

- (1) Prohibit the sale, offer for sale, or possession with the intent to sell or offer to sell flavored a tobacco product;
- (2) Establish a rebuttable presumption that a tobacco product is a flavored tobacco product if a statement or claim is made to the consumer or public that the product has or produces a characterizing flavor;
- (3) Provide that any tobacco product or electronic smoking device in the retailer's possession at the time of the violation be seized and forfeited to the State, and following administrative or judicial proceedings finding that the violation was committed, be destroyed by law enforcement;
- (4) Authorizes the levying of civil fines in a manner similar to HRS §712-1258, Tobacco products and electronic smoking devices; persons under twenty-one years of age; and
- (5) Include both savings and severability clauses ; and
- (6) Take effect on January 1, 2020.

Federally Qualified Health Centers (FQHCs) provide desperately needed medical services at the frontlines in rural communities. Long considered champions for creating a more sustainable, integrated, and wellness-oriented system of health, FQHCs provide a more efficient, more effective and more comprehensive system of health.

FQHCs have long seen first-hand how tobacco has literally destroyed the lives of our patients and their families. Because of the ubiquity of cigarettes, chewing tobacco, and now electronic smoking devices, the impacts of tobacco affect our citizenry on a generational basis with people experimenting at even earlier ages. From our perspective, the development of flavored products are intended specifically to introduce these products to younger consumers for the purpose of grooming the next generation of smokers, chewers, and vaporers.

It is for this reason that the HPCA joins the Hawaii Public Health Institute and other advocates in strong support of all efforts to rid the marketplace of these products.

On a technical note, we would like to offer two suggestions. First, because the language in HRS §712-1258, Tobacco products and electronic smoking devices, does not completely coincide with the language contained in this bill, especially regarding the imposition of the fine on a minor who violates the statute, your Committee may want to consider clarifying the language pertaining to the fine in the bill so that it is clear what punishment may be levied on violators.

Second, it is our contention that the sale of flavored tobacco is an unfair and deceptive practice in the market place. There are already laws in existence that are intended to prevent these types of commercial activities from occurring. If your Committee agrees with this finding, an option available to this Committee would be to clarify that any violation of the new section in Chapter 712, also be a violation of HRS §480-2, Unfair competition, practices, declared unlawful. Persons violating this statute may also be subjected to a civil fine of not less than \$500 but not more than \$10,000 with each separate violation being deemed a separate offense. [See, HRS § 480-15.1].

Thank you for the opportunity to testify on this measure.

In advance, thank you for your consideration of our testimony.



HALE'ŌPIO KAUA'I INC.

Nurturing Our Youth

SINCE 1975

Board of Directors

February 1, 2019

Curtis E. Law
President

To: Rep. John M. Mizuno, Chair
Rep. Bertrand Kobayashi, Vice Chair

Orianna Skomoroch
Vice President

Re: Support of HB276/SB1009 – Related to Flavored Tobacco Products

Randall Hee
Secretary

Dear Chair Representative Mizuno,

Thomas Lodico
Treasurer

My name is Vonn Ramos and I am the Executive Director of Hale Opio Kauai. Over the last two years, our Court Diversion Program – Kauai Teen Court, has experienced an explosion of referrals of youth being arrested for possession and/or use of Electronic Smoking Devices (ESD). Close to half of the 300+ referrals were relating to offenses involving ESDs. To address this growing issue, we have partnered with Tobacco Free Kauai Coalition in implementing an ESD psychoeducation class as part of the youth's sentencing.

—
Addison Bulosan, DC

Judge William J.
Fernandez, Ret.

Carol Furtado

In the US, the youth vaping rates increased by a shocking 78% from 2017 to 2018 — that's over 3.6 million youth under the age of 18 vaping. ***In Hawai'i, youth use of ESDs has doubled or even tripled national rates.***

Randall Hee

Gregory Meyers

Wanda Shibata

It is no coincidence that the rise in youth use of ESDs has been in conjunction with the explosion of sweet, candy-flavored tobacco products. The toxic combination of enticing flavors and nicotine have led to a generation of youth hooked on tobacco products.

Geri Young, MD

—
Vonn Ramos
Executive Director

We are concerned that our vulnerable and impressionable youth are being lured into a life of addiction. **We strongly support the banning of flavored tobacco products.**

Sandra Cummings
Controller

Mahalo nui loa -

Vonn Ramos, MA, MS, CSAC
Executive Director

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Wednesday 30, 2019

To: Representative John Mizuno, Chair
Representative Bertrand Kobayashi, Vice Chair
House Committee on Health

From: Laura Nevitt, Director of Public Policy
Hawaii Children's Action Network

Re: **H.B. 276— Relating to Flavored Tobacco Products**
Hawaii State Capitol, Room 329, January 329, 2018, 9:30 AM

On behalf of Hawaii Children's Action Network (HCAN), I am writing in SUPPORT of H.B. 276, which bans the sale of flavored tobacco products. Effective 1/1/2020.

Tobacco use remains a serious threat to public health. Each year, Hawaii spends \$526 million in health care costs and \$141.7 million in Medicaid costs due to smoking. Tobacco products with menthol, sweet flavors, and colorful packaging are designed to attract teens and young adults. With 81% of youth starting with a flavored product, regulating the flavors designed to capture and addict new customers prioritizes the health and safety of our community over tobacco's special interests.

This measure helps to protect our keiki from a lifetime of addiction. Hawaii is experiencing a vaping epidemic among our young people. The State Legislature has worked hard to protect our residents from the harms caused by tobacco use, but the rapid growth of e-cigarette use is alarming. With 42% of all high school students and 27% of middle schoolers reporting ever having used an "electronic vaping product" in 2017.

Prohibiting the sale of flavored tobacco products can help to keep kids from ever starting to smoke or vape, and can encourage those addicted to these products, to quit. We appreciate Hawaii's leadership in tobacco control and the legislature's actions to protect our young people from a deadly addiction.

For these reasons, HCAN respectfully requests that the committee pass this bill.

HCAN is committed to building a unified voice advocating for Hawaii's children by improving their safety, health, and education.



COMMITTEE ON HEALTH

Rep. John Mizuno, Chair
Rep. Bertrand Kobayashi, Vice Chair

Rep. Della Au Belatti Rep. Calvin K. Y. Say
Rep. Nadine K. Nakamura Rep. James Kunane Tokioka
Rep. Joy A. San Buenaventura Rep. Gene Ward

NOTICE OF HEARING

DATE: Tuesday, February 5, 2019
TIME: 9:05 am
PLACE: Conference Room 329
State Capitol
415 South Beretania Street

TESTIMONY IN SUPPORT OF HB 276
RELATING TO FLAVORED TOBACCO PRODUCTS

Honorable Chair Mizuno, Vice-Chair Kobayashi, and members of the committee:

Waimānalo Health Center supports House Bill 276 proposing to amend HRS Chapter 712 to make it “unlawful for any retailer or any agents or employees of the retailer to sell, offer for sale, or possess with the intent to sell or offer for sale, a flavored tobacco product.”

Waimānalo Health Center’s (WHC) mission is committed to providing the highest level of primary and preventive health services, with special attention to the needs of Native Hawaiians and the medically underserved, and improving the health and wellness of individuals and their ‘ohana regardless of their ability to pay. WHC recognizes the increase in the use of electronic smoking devices among youth. As a healthcare and mentoring provider of youth in the Waimānalo community, and as a non-smoking facility, we strongly support HB 276.

The development of flavored products are intended specifically to introduce these products to younger consumers for the purpose of grooming the next generation of smokers, chewers, and vaporers. We strongly encourage the State of Hawai‘i to take action in protecting youth from candy-flavored tobacco products and a lifetime of addiction.

Thank you for the opportunity to provide testimony.

HB-276

Submitted on: 2/1/2019 6:43:51 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Amy Peterson	Pediatric Therapies Hawaii	Support	No

Comments:

I am in full support of banning flavored tobacco. Flavored tobacco is marketed to children and is a way for the tobacco industry to get kids hooked on this horrible drug. I am a mother and a health care professional and this bill is in the best interest of our children and our community. This is a common sense bill that will protect the health of our keiki. Please do the right thing and pass this bill.



**American
Heart
Association.**

**American Heart Association Testimony in SUPPORT of HB 276,
“Relating to Flavored Tobacco Products”**

Chairman of the Board

Mark Yamakawa

The American Heart Association supports HB 276, “Relating to Flavored Tobacco Products.”

President

Kahealani Rivera, MD

Tobacco and e-cigarette products are flavored to taste like candy, fruit, chocolate, vanilla, honey, cocoa, menthol, mint, wintergreen, herb, or spice and many of the packages are designed to look exactly like popular kids candies like Sour Patch kids, Jolly Ranchers and Gummy Bears.

Board Members

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Michael Lui, MD

Kazuma Nakagawa, MD,

FAAN, FAHA

Barbara Petrus

Andrew Rosen

Dave Underriner

Elisa Yadao

The tobacco industry adds candy flavors to tobacco products and markets menthol cigarettes to appeal to specific target markets, especially children.

Why? Because Big Tobacco profits by addicting the next generation of smokers. Over 80 percent of kids who have used tobacco started with a flavored product.

In a once-secret tobacco industry document Claude Teague of R.J. Reynolds wrote “if our company is to survive and prosper, over the long term we must get our share of the youth market.” Candy-flavored tobacco products are Big Tobacco’s latest gimmick to hook young people.

Serving Hawaii since 1948

It’s time to end that by banning the use of candy flavors and menthol to entice our children into a deadly addiction.

Mission Statement:

“To be a relentless force for a world of longer, healthier lives.”

The American Heart Association asks for your support of HB 276.

Respectfully submitted,

Don Weisman

Hawaii Government Relations/Communications Director

For more information on the AHA’s educational or research programs, visit www.heart.org or contact your nearest AHA office.

Office: (808) 377-6630

Fax: (808) 524-0556

Neighbor Islands:

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*The
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With
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ABC Stores
766 Pohukaina Street
Honolulu, Hawaii 96813-5391
www.abcstores.com

Telephone: (808) 591-2550
Fax: (808) 591-2039
E-mail: mail@abcstores.com

TESTIMONY OF NEIL ISHIDA
DIRECTOR OF EMPLOYEE RELATIONS & GOVERNMENT AFFAIRS
ABC STORES
February 5, 2019

Re: HB 276 Relating to Health

Aloha Chairperson Mizuno and members of the House Committee on Health. I am Neil Ishida, Director of Employee Relations & Government Affairs. Thank you for this opportunity to testify.

ABC Stores oppose HB 276. This bill would essentially ban all electronic vapor products, e-liquids, and menthol cigarettes. This will incent people to purchase these goods on-line or on the black market, essentially forcing many small businesses who sell these items to shut down. And, larger retailers like ABC Stores will lose large amounts of revenue, in a time when it is already challenging enough to remain profitable in Hawaii's overly taxed and regulated business environment.

Every electronic vaping device and e-liquid available is flavored. Because they do not contain tobacco, electronic vaping devices have no natural tobacco taste, or any taste, without the addition of flavorings. These flavored e-liquids are enjoyed by many adults. This bill infringes on their basic rights of choice and enjoyment.

Furthermore, vapor products contain no tobacco and no smoke is emitted when vaporized. The New England Journal of Medicine published an article last week that found that electric vaping devices were nearly twice as effective as nicotine replacement products, like patches and gum, for quitting smoking.

Mahalo for this opportunity to testify.



February 5, 2019

RE: SUPPORT HB 276 Relating to Flavored Tobacco Products

Dear Chair Mizuno & Members of the Committee on Health & Human Services:

At Blue Zones Projects we are working to make Hawaii a happier, healthier place to live, work and play. We support HB276, which will ban the sale of all flavored tobacco products. Ultimately reducing the number of users and potential users.

Youth are highly attracted to the variety, 15,500 + and growing, flavors. These are marketed to appeal to young people. With names like Fruit Hoops, Cali Colada, Space Jam, TrollzE, and Blizzard Berry-BRRRST, clearly the industry is targeting children under 21. By attracting young people, the next generation of consumers is being cultivated.

It is targeted, and the messaging is working phenomenally well. Nationally, there was a 78% increase from 2017-2018 in current e-cigarette use among high school students and 48% increase among middle school students. Bringing the total number of middle and high school students currently using to 3.6 million, 1.5 million more than the previous year. Hawaii youth are part of this trend, 42% of HIDOE high school students and 27% of middle school students report having ever used an electronic vaping product.

As a state, we do not have the time to take a “wait and see” approach. The crisis is now. For years, we have done our keiki a disservice by ignoring the numbers and trusting the industry that were acting ethically. We are allowing a generation to become addicted to nicotine through the hook of flavored e-liquids. This measure is the top priority of the youth council. Our children are asking the adults to address the issue of their health and well-being; we can’t fail them.

We are grateful to the Committee for hearing HB 276, and hope that you will consider passing this bill as it is to the House Committee on Consumer Protection and Commerce.

Sincerely,

Peggy Mierzwa

Peggy Mierzwa
Statewide Policy Lead
Blue Zones Project—Hawaii

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Hawaii by



An Independent Licensee of the Blue Cross and Blue Shield Association

Tuesday, February 5, 2019 at 9:05 AM
Conference Room 329

House Committee on Health

To: Representative John Mizuno, Chair
Representative Bertrand Kobayashi, Vice Chair

From: Michael Robinson
Vice President, Government Relations & Community Affairs

Re: **Testimony in Support of HB 276
Relating to Flavored Tobacco Products**

My name is Michael Robinson, Vice President, Government Relations & Community Affairs at Hawai'i Pacific Health. Hawai'i Pacific Health is a not-for-profit health care system comprised of its four medical centers – Kapi'olani, Pali Momi, Straub and Wilcox and over 70 locations statewide with a mission of creating a healthier Hawai'i.

I write in support of HB 276 would ban the sale of flavored tobacco products effective as of January 1, 2020.

Tobacco use remains the leading cause of preventable disease and death in the United States and in Hawai'i. Tobacco use is a serious public health problem in terms of the human suffering and loss of life it causes, as well as the financial burden it imposes on society and our healthcare system. Annually, \$526,000,000 in health care costs are directly attributed to smoking in the State. Flavored tobacco products promote youth initiation of tobacco use and help young occasional smokers become daily smokers by reducing or masking the natural harshness and taste of tobacco smoke, thereby increasing the appeal of tobacco products. Menthol, in particular, is used by the tobacco industry because it has a cooling and numbing effect and can reduce the throat irritation from smoking, thus making menthol cigarettes an appealing option for youth who are initiating tobacco use. Candy and fruit flavors improve the taste and reduce the harshness of tobacco products, making them more appealing and easier for beginners to try tobacco products and ultimately become addicted. The popularity of electronic cigarettes among youth is concerning, as these products contain nicotine.

E-cigarette use or vaping among youth and young adults has become a national public health concern. E-cigarettes are now the most popularly used tobacco product among youth and young adults, surpassing cigarettes. While smoking rates in Hawaii have decreased through the years, ESD use has rapidly increased, threatening significant

public health gains through our Tobacco 21 law and tobacco youth access laws. This is particularly concerning because e-cigarettes provide a new way to deliver the addictive drug nicotine. No matter how it is delivered, nicotine exposure can lead to addiction and harm the developing brain. Studies are also finding that ESDs can lead to smoking cigarettes for new users, including kids. Marketing strategies by the tobacco industry and electronic smoking device industry have significantly increased the introduction and marketing of flavored non-cigarette tobacco products, especially ESDs. Products are glamorized in order to appeal to our youth, using flavors such as candy, fruit, chocolate, mint, Kona coffee, Maui Mango, Shaka strawberry, and Moloka'i hot bread.

Recognizing the increasing public health concerns of flavored tobacco products, other jurisdictions have enacted bans on the sale of those products. Hawaii should also take the step to impose a similar ban.

Thank you for the opportunity to testify.

HB-276

Submitted on: 2/1/2019 8:34:56 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
rysa lee	hiphi	Support	No

Comments:

Hi my name is Rysa Lee Dela Cruz and I am a senior at Waiakea High School. I highly agree with banning flavored tobacco products because kids at my school are very addicted to these products. They can't sleep without it and many of them start because of the various flavors. If we were to ban these flavors, many of my friends and classmates would have a chance at having healthy lungs and hopefully we can make my generation a better one.

HB-276

Submitted on: 2/1/2019 6:09:05 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Theresa Brown	HDHA	Support	No

Comments:

HB-276

Submitted on: 2/1/2019 6:30:57 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Dr. David Peterson	Hana Lima Physical Therapy	Support	No

Comments:

My medical provider organization strongly supports HB276, banning the sale of flavored tobacco products. Flavored tobacco products are clearly targeted toward minors, a demographic particularly susceptible both to advertising and respiratory damage. Sale of this product should be prohibited for the same reason that advertising with cartoons (i.e. Joe Camel) has been prohibited... it targets and exploits an at-risk group.

Thank you for your consideration,

Dr. David Peterson, PT

Kula, Maui



1050 Bishop St. PMB 235 | Honolulu, HI 96813
P: 808-533-1292 | e: info@hawaiiifood.com

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Paul Kosasa, ABC Stores, *Advisor*
Barry Taniguchi, KTA Superstores, *Advisor*
Derek Kurisu, KTA Superstores, *Advisor*

TO:
Committee on Health
Representative John M. Mizuno, Chair
Representative Bertrand Kobayashi, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: February 5, 2019
TIME: 9:05am
PLACE: Conference Room 329

RE: HB276 Relating to Flavored Tobacco Products

Position: Comments

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

The federal government already has in place adequate regulations regarding flavored cigarettes. Tobacco regulations are handled at the federal level for good reason. Enforcing this type of ban on very specific kinds of a product, which are legal at the federal level would require be a potentially logistically difficult and very expensive process. Any additional regulations of these types of products should occur at the federal level.

At the state level tobacco use in Hawaii is already restricted to those who are 21 and older. Kids and adults under 21 don't have legal access to these products and businesses already take measures to ensure that only those 21 and older are buying nicotine products.

This bill unfairly targets and penalizes those who choose to use certain types of products, and the businesses that serve these customers. This type of regulation is not really necessary and can be obtrusive. We thank you for the opportunity to testify.

February 4, 2019

TO: Chair John M. Mizuno
Vice Chair Bertrand Kobayashi
Members of the House Committee on Health

FROM: Cigar Association of America, Inc.
(William Goo)

RE: **HB 276** - Relating to Flavored Tobacco Products
Hearing Date: February 5, 2019
Time: 9:05 am

My name is William Goo. I represent the Cigar Association of America, Inc. (CAA).

CAA **opposes HB 276** which seeks to ban the sale of flavored tobacco products to the extent that it includes cigars. The primary focus of this bill is to address the rising use of flavored tobacco products especially with electronic smoking devices by youth in Hawaii. Cigars are primarily the choice and custom of mature, responsible and informed adults. Cigars are not the tobacco product of choice of Hawaii's youth. Any ban on flavored tobacco products should exclude cigars.

Thank you for considering this testimony.

HB-276

Submitted on: 2/2/2019 7:01:08 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Diana Shaw	Lanai Community Health Center	Support	No

Comments:

Take a stand on protecting the health and wellness of Hawaii's youth! This bill will clearly move towards that direction.



American Cancer Society
Cancer Action Network
2370 Nu`uanu Avenue
Honolulu, Hawai`i 96817
808.432.9149
www.acscan.org

House Committee on Health
Representative John Mizuno, Chair
Representative Bert Kobayashi, Vice Chair

LATE

HB 276 – RELATING TO FLAVORED TOBACCO PRODUCTS

Cory Chun, Government Relations Director – Hawaii Pacific
American Cancer Society Cancer Action Network

Thank you for the opportunity to provide testimony in support of HB 276, which prohibits the sale of flavored tobacco products beginning January 1, 2020.

Every year in Hawaii over 6,700 people are diagnosed with cancer. Despite the fact that US cancer death rates have decreased by 26 percent from 1991 to 2015, not all have benefited equally from the advances in prevention early detection, and treatments that have helped achieve these lower rates. Significant differences persist in cancer incidence, survival, morbidity, and mortality among specific populations. Lung cancer remains the leading cause of cancer deaths in Hawaii.

Smoking not only causes cancer, it can damage nearly every organ in the body, including the lungs, heart, blood vessels, reproductive organs, mouth, skin, eyes, and bones. Smoking accounts for about 30 percent of all cancer deaths in the United States, including about 80 percent of all lung and bronchus cancer deaths. The impact of tobacco use goes beyond health. The annual health care costs in Hawaii directly caused by smoking are over \$500 million.

Flavored Tobacco Products

The 2009 Family Smoking Prevention and Tobacco Control Act implemented a federal prohibition of characterizing flavors other than tobacco or menthol in cigarettes. The prohibition included candy-and fruit-flavors. However, the federal law exempts “tobacco, menthol, mint or wintergreen flavors” and flavored electronic cigarettes.

While cigarette smoking rates have declined significantly in recent years, the use of electronic cigarettes has been skyrocketing, especially among youth. During the one-year period between 2017 and 2018, among high school students who currently used e-cigarettes, use of flavored e-cigarettes increased as well. Use of any flavored e-cigarette went up among current users from 60.9 percent to 67.8 percent, and menthol use increased from 42.3 percent to 51.2 percent among all current e-cigarettes users –

including those using multiple products – and from 21.4 percent to 38.1 percent among exclusive e-cigarette users. Flavors in tobacco products are frequently listed as on the top three reasons youth use e-cigarettes. Additionally, kids whose first tobacco product was flavored are more likely to become current tobacco uses than those whose first product was tobacco flavored. Furthermore, evidence indicates that many young people who use e-cigarettes also smoke cigarettes. There is some evidence that young people who use e-cigarettes may be more likely to smoke cigarettes in the future. Using nicotine in adolescence may also increase risk for future addiction to other drugs.

Recent spikes in the use of e-cigarettes makes clear that more must be done to regulate tobacco products and the industry's deceptive marketing practices.

Menthol use in tobacco products

Menthol is a chemical compound that creates a cooling effect, reduces the harshness of cigarette smoke and suppresses coughing. Those effects may make menthol cigarettes more appealing to young, inexperienced smokers. Research shows that they are more likely to addict youth and more difficult to quit than regular cigarettes. Many people who smoke think menthol cigarettes are less harmful. In fact, there is no evidence that cigarettes, cigars, or smokeless tobacco products that have menthol are safer than other cigarettes. This myth has been perpetuated via a decades long campaign by the tobacco industry.

The disparities in flavored tobacco products use in the state are contributing to the negative health disparities that exists and must be addressed. ACS CAN strongly recommends implementing evidence-based policies to prevent the initiation and use of all tobacco products. The use of products containing nicotine in any form among youth is unsafe and can harm brain development.

Thank you for the opportunity to provide testimony on this important matter.

HB-276

Submitted on: 2/4/2019 8:49:46 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Maile Ketelsen	Kapiolani Smokefree Families	Support	No

Comments:

Kapiolani Smokefree Families, the tobacco & nicotine cessation program at Kapiolani Medical Center for Women & Children, strongly supports HB 276 to ban the sales of flavored tobacco products in Hawaii.

Nationally, Hawaii ranks towards the bottom of combustible cigarette usage, with statistics putting adult use around 13.1 percent statewide versus 17.1 percent nationally. This shows great success in cessation efforts for the adult population, but unfortunately, teen cigarette use in Hawaii is still on par with the national average, with 8.1 of Hawaii teens using combustible compared to 8.8 percent nationally. When looking at rates of e-cigarette use in Hawaii, however, the statistics become much more alarming. Nationally, the percentage of teens using e-cigarettes at least one day in the past month is 13.2 percent, but the number in Hawaii is nearly double with 25.5 percent of teens saying they've used e-cigarettes in the past month. (Truth Initiative)

Initiation of e-cigarette use is almost always associated with a flavored product. Studies have shown that flavored tobacco-use is particularly enticing to youth. The e-cigarette and vape companies use attractive packaging and flavors that are very similar to candy products and sweets that are easily recognizable by children and teens. These flavors include common candies like cotton candy, sweet tart, blue raspberry, and even local Hawaii-inspired flavors like POG (passion orange guava), Hawaii Sweet Roll, and Pele's Papaya.

One of the biggest concerns with e-cigarettes is the lack of longitudinal studies on health and safety of these products, as the technology is relatively new. It took decades for the harmful side-effects of combustible cigarettes to become well-known, and we do not want our youth to be the ones to suffer from any potential health effects of e-cigarettes or vape products.

In the best interest of our local youth, we would like to request the ban of sweet flavors that have been enticing to the youth. Thank you for the opportunity to provide testimony on this measure.



HIPHI Board

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Catherine Taschner, JD
McCorriston Miller Mukai
MacKinnon LLP

JoAnn Tsark, MPH
John A. Burns School of
Medicine, Native Hawaiian
Research Office

En Young, MBA
Sansei, Lanai

Date: February 3, 2019

To: Representative John Mizuno, Chair
Representative Bertrand Kobayashi, Vice Chair
Members of the Health Committee

Re: Strong Support for HB276, Relating to Flavored Tobacco
Products

Hrg: February 5, 2019 at 9:05am at Conference Room 329

The Coalition for a Tobacco-Free Hawai'i, a program of the Hawai'i Public Health Instituteⁱ is in **Strong Support of HB276** which would end the sale of all menthol and flavored tobacco products in the state.

This measure will help to save lives.

Tobacco use remains a serious threat to public health. Each year, Hawaii spends \$526 million in health care costs and \$141.7 million in Medicaid costs due to smoking. Tobacco products with menthol, sweet flavors, and colorful packaging are designed to attract teens and young adults. Menthol has cooling properties that mask the harshness of tobacco smoke and nicotine, making menthol cigarettes a popular starter product. A report by the U.S. Food and Drug Administration, issued in 2013, found that menthol cigarettes led to 1) increased smoking initiation among youth and young adults; 2) greater addiction; and 3) decreased success in quitting smoking. Candy flavors such as Fruit Hoops, Sour Straws, and Cookie Monsta are designed to appeal to kids, and make nicotine go down easier. With 81% of youth starting with a flavored productⁱⁱ, regulating the flavors designed to capture and addict new customers prioritizes the health and safety of our community over tobacco's special interests.

This measure helps to protect our keiki from a lifetime of addiction.

Hawaii is experiencing a vaping epidemic among our young people. The State Legislature has worked hard to protect our residents from the harms caused by tobacco use, but the rapid growth of e-cigarette use is alarming. With 42% of all high school students and 27% of middle schoolers reporting ever having used an "electronic vaping product" in 2017, we have an urgent need to act. More troubling is that because of the historic declines in smoking, big tobacco has decided to focus on candy flavors and

nicotine delivery solutions. Tobacco giant Altria, maker of Marlboro, is investing in the popular vaping company Juul, which has 76% of the e-cigarette market share and is worth \$16 billion.

Help us protect our keiki and vulnerable groups from deceptive marketing practices by the industry.

The industry claims that they're not targeting kids, but their actions tell a different story. With 15,500 e-cigarette flavors and growing, these products are not being responsibly marketed. The industry selects colorful packaging and ads that appeal to taste and pop culture. Tobacco companies have a long history of using these same tactics to entice new and younger users and make them repeat customers. Addiction is the opposite of freedom. We're fighting to keep our kids free from the deadly addiction to these products. The health of Hawaii's keiki must be protected from the predatory marketing of tobacco companies.

Hawai'i has an opportunity to act now and be the first state to end the sale of flavored tobacco.

Over 180 localitiesⁱⁱⁱ have passed restrictions on the sale of flavored tobacco products, and over two dozen restrict the sale of menthol cigarettes. FDA's proposed plan aims to restrict the sale of flavored e-cigarettes in convenience stores and gas stations, however, it still allows e-cigarette products to stay on the market and online without review by the FDA until August 2022. Since recognizing flavors and vaping as a national public health concern, the FDA has only sent warning letters to 18 manufacturers since May 2018. We know rulemaking at the federal level is often a long process, which is why state-level action on menthol and other flavored products is needed now. E-cigarettes are not FDA-approved tobacco cessation products. We have yet to see any scientific evidence, beyond anecdotal data, that e-cigarettes have helped smokers to quit completely from tobacco use. The concern is that with the aggressive and deceptive marketing of these products, we are seeing other consequences: **1) people who have never smoked are using e-cigarettes, 2) children are picking them up as a path to smoking, and 3) smokers are using them to perpetuate their habit instead of to completely quit.**

Prohibiting the sale of flavored tobacco products can help to keep kids from ever starting to smoke or vape, and can encourage those addicted to these products, to quit. We appreciate Hawaii's leadership in tobacco control and the legislature's actions to protect our young people from a deadly addiction. We respectfully urge the committee to **pass HB276, as is.**

Attachment: List of organizations and leaders supporting the #FlavorsHooksKidsHI campaign

Mahalo,



Trish La Chica, MPA
Policy and Advocacy Director

As listed on

<https://flavorshookkidshi.org>

HEALTH ORGANIZATIONS

'Ohana Health Plan
Adventist Health – Castle
Akamai Recovery Maui
American Academy of Pediatrics – Hawaii Chapter
American Cancer Society Cancer Action Network (ACS CAN)
American Heart Association
American Lung Association
American Pharmacist's Association – Academy of Student Pharmacists (APhA-ASP)
Big Island Substance Abuse Council
Blue Zones Project
Campaign for Tobacco-Free Kids
Coalition for a Drug-Free Hawaii
Coalition for a Tobacco-Free Hawai'i
Get Fit Kauai
Hamakua Kohala Health Centers
Hana Lima Physical Therapy
Hawaii Association for Health, Physical Education, Recreation & Dance (HAHPERD)
Hawaii COPD Coalition
Hawaii Dental Hygienists' Association
Hawai'i Nurses' Association
Hawaii Pacific Health
Hawaii Public Health Association
Hawai'i Public Health Institute
Hui Malama Ola Na Oiwī
I Ola Lahui
Kaho'omiki; Hawaii Council of Physical Activity and Nutrition
Kapiolani Medical Center for Women & Children
Kauai Rural Health Association
Keiki Injury Prevention Coalition
Lāna'i Community Health Center
National Community Pharmacist Association – Hawaii Student Chapter
Papa Ola Lōkahi
Pediatric Therapies Hawaii
Project Vision Hawai'i

Tobacco Prevention Project, Daniel K. Inouye College of Pharmacy
West Hawaii Community Health Center

YOUTH AND COMMUNITY ORGANIZATIONS

American Youth Soccer Organization (AYSO)
Baldwin HS Peer Education
Hale 'Ōpio Kaua'i Inc.
Hawaii Appleseed Center for Law & Economic Justice
Hawaii Association of Independent Schools (HAIS)
Hawaii Children's Action Network
Hawaii Health and Harm Reduction Center
Hawaii High School Athletic Association (HHSAA)
Hawaii Job Corps Center
Hui Ola Pono (UH Public Health's Student Organization)
Kauai Path Inc.
Kiwanis Club of the Valley Island
Konawaena HS Wellness Committee
Maui Interscholastic League (MIL)
Moanalua HS Peer Education Program
Pacific American Foundation
Pono Hawaii Initiative
The Friends of Kamalani and Lydgate Park-Beach Cleanup Team
Waiakea High School PTSA
Waimānalo Health Center
Waipahu Int. Youth for Safety Club
We Are One Inc.

ELECTED OFFICIALS & GOVERNMENT

Sen. Stanley Chang
Rep. Stacelynn Eli
Rep. Sharon Har
Maui County Councilmember Kelly King
Hawai'i County Councilmember Sue Lee Loy
Makakilo/Kapolei/Honokai Hale
Neighborhood Board #34
Mililani/Waipio/Melemanu Neighborhood Board #25
Waipahu Neighborhood Board #22

County of Kauai Office of the Prosecuting Attorney
Department of Education
Office of Hawaiian Affairs (OHA)

HEALTH & COMMUNITY LEADERS

Tina Alcain
Frank R. Baum, M.D.
Danielle Bergan
Janet Berreman, M.D.
Gregg Brenes, pastor
Jeenna Canche
Clifford Chang, MPH
Valerie Chang, JD
Jeffrey H. Chester, DO
Carmen Cook, LMFT
Patti Cook
Joan Craft, RN
Keawe Kaholokula, PhD
Gary Hooser
Carol R. Ignacio
Colleen F Inouye, M.D.
Mark Levin, J.D.
Jasmin Kiernan, RN
Bryan Mih, M.D.
Michael Robinson, MBA, MA

Janice Shishido
Elizabeth K. Tam, M.D.
Catherine Taschner, J.D.
Jill Tokuda
John A. H. Tomoso, MSW, ACSW, LSW
Linda Weiner, M.D.
Stacy Woodson
Cassiopia Yamashita

SCHOOLS

Chiefess Kamakahelei Middle School
Maui Preparatory Academy
Mid Pacific Institute
Sacred Hearts Academy
Saint Louis Schools
Waiakea High School
Waimea Middle Public Conversion Charter School

BUSINESSES

Emma Whitney Photography
Ganesha Body Piercing
Heartlight Montessori Homeschool
Home Remedies Interior Design
Paia Tattoo Parlor
The Root Cellar Studio Maui

ⁱ The Coalition for a Tobacco-Free Hawai'i (Coalition) is a program of the Hawai'i Public Health Institute (HIPHI) that is dedicated to reducing tobacco use through education, policy, and advocacy. With more than two decades of history in Hawai'i, the Coalition has led several campaigns on enacting smoke-free environments, including being the first state in the nation to prohibit the sale of tobacco and electronic smoking devices to purchasers under 21 years of age.

The Hawai'i Public Health Institute is a hub for building healthy communities, providing issue-based advocacy, education, and technical assistance through partnerships with government, academia, foundations, business, and community-based organizations.

ⁱⁱ Ambrose BK, Day HR, Rostron B, et al. Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014. JAMA. 2015;314(17):1871-1873. doi:10.1001/jama.2015.13802

ⁱⁱⁱ States and Localities That Have Restricted the Sale of Flavored Tobacco Products, Campaign for Tobacco Free Kids. January 22, 2019, from <https://www.tobaccofreekids.org/assets/factsheets/0398.pdf>

HB-276

Submitted on: 2/1/2019 1:06:37 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
C. Azelski	Individual	Support	No

Comments:

Hawai'i is already experiencing a youth vaping epidemic. With 8 in every 10 kids starting with a flavored tobacco product, a major way to address young people's use of tobacco products, including e-cigarettes, is to prohibit the sale of flavors that attract youth in the first place and discourage them from trying these products. Thank you.

HB-276

Submitted on: 2/3/2019 2:09:35 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jostin Iriarte	Hi Lyfe Vaporz,LLC	Oppose	No

Comments:

Aloha,

My name is Jostin I Strongly oppose HB276, As small business owner a bill of this magnitude can affect thousands of people in the state of Hawaii that has nothing short of a positive impact In their lives, health & especially the purpose of quitting combustible cigarettes. As a small business owner my business Hi Lyfe Vaporz, LLC has over 10 employees, a bill like this could impact our business as well as many across the state in such a negative manner, causing people to lose their jobs & homes they would be unable to provide for their families, not only that, many may end up going back to combustible cigarettes which infact is already known to be a health factor throughout the world. The FDA has implemented stringent rules and regulation for the vape industry which all manufactures and retailers are suppose to comply with as well as stay up to date.

One of the problems with youth vaping epidemic isn't "Flavors" an issue is with enforcement to retailers of age restriction. By completely banning anything in this industry that has helped many adults will have a negative impact, taxes alone from the industry generates a good chunk of funding for our state. It's important to understand taking away vaping may greatly impact revenue to the state for health and research ect.

Bill's like this simply goes against the positive impact vaping has made for all legal adults, who transitioned to a better alternative to combustible cigarettes. I humbly ask to think before passing such a bill. Myself ,my family as well as our employees and customer's will be greatly be affected negatively. I am a former smoker of 20 year's, I oppose HB276, for the simple fact that this bill is unfair in the statement of Flavors is the reason of being the root cause of the teenage vaping epidemic is false, as a former smoker of traditional combustible cigarettes, vaping and its Flavors has helped myself, family members and friends of legal smoking and vaping age whether it be State age laws or federal to stay away from and stop smoking cigarettes, since I've quit smoking and started vaping having flavors to enjoy as a law abiding citizen while vaping should be a right that shouldn't be taken away from legal adults. As an adult we should have a choice to vape a flavor!! The vaping epidemic in Hawaii and the USA of teenagers are because of certain devices like "Juul" and similar ones like it being easily accessible through gas stations, convenience stores ect, at least 90% of actual vape shops have taken part in sales to minors prior to laws being in place it started from 18 years of age now in some states like here in Hawaii its 21, these vape shops, manufactures and companies who follow the rules will be getting punished for the fact that the reasons

behind the epidemic isn't being directed toward. The product that most of the vaping community disagrees with due to the accessibility in gas stations & convenience stores is what most teens are using because places other than vape shops don't take it seriously when asking for ID. There should be more stings to help aid the root cause & not punishing responsible Vape shops and adults. By taking away something "flavors" vaping Eliquids ect that has made a huge impact by lessing the amount of Traditional tobacco cigarette use state and nation wide, will greatly impact citizens to go back to combustible cigarettes which is definitely more toxic due to the fact my own Doctor has told me since I quit smoking cigarettes my health is much better in comparison.

Attachment "A1" is a letter from The FDA Commissioner, Scott Gottlieb. It states that the use of electronic nicotine delivery systems (ENDS) has contributed to a decline of combustible tobacco, which is known to cause cancer. It also clearly states that it intends on limiting flavored cigarettes to age restricted stores, or areas. Also please take a look at Senator Richard Burr in his explanation of what his thought are on this matter here is the link

https://www.c-span.org/video/?c4777366/senator-burr-floor-speech-fda-ban-menthol-cigarettes&fbclid=IwAR2tx2xiS590W_qe6WHKH6gq-zoelg8tkh57g3f9V61aOjxwX3HfPRq68yM

Mahalo Nui Loa for your your time



Testimony in Support of RE: HB276 Relating to Flavored Tobacco Products

Ellie Kelley-Miyashiro, RDH, BS

Past President/Regulations and Practice Chairperson – Hawaii Dental Hygienists' Association

Feb 3, 2019

Dear Chair Mizuno, Vice Chair Kobayashi and Respected Members of the Health Committee:

The Hawaii Dental Hygienists' Association (HDHA) strongly **supports House Bill 276** which proposes to amend Chapter 712, HRS by prohibiting the sale or distribution of all flavored tobacco products, including products with menthol, in the State of Hawaii effective January 1, 5 2020.

We congratulate the Legislature for introducing a measure that seeks to address the health dangers caused by flavored tobacco products in Hawaii. The marketing of flavored tobacco products, clearly targets sales to Hawaii's youth as an initiation into the use of other nicotine products. In contrast to the positive decline in combustible tobacco smoking, use of electronic smoking devices (ESDs), also known as vaping or e-cigarettes, has increased dramatically over the last decade, making ESDs and flavored tobacco products the most common tobacco product used among youth.

HDHA believes that the nicotine in tobacco is clearly addictive and has been proven to be especially harmful to the oral health of those using it. Current research shows a direct correlation between smoking and periodontal disease. It has been shown to significantly increase the risk of tooth loss over time and decrease the ability for oral soft tissue to heal.

As the largest association representing Hawaii's licensed dental hygienists', HDHA strongly **supports HB276** to ban the sale of flavored tobacco products in Hawaii. Dental hygienists strive daily to educate patients on ways to improve their oral health, which includes discussing the harmful effects of smoking and tobacco related products. We look forward to working with lawmakers toward our common goal of increased health and decreased dental disease in our great State.

Thank you for your time and consideration.

HB-276

Submitted on: 2/1/2019 3:14:48 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Alaura Estrella	Kamehameha Schools Maui	Support	No

Comments:

Aloha my name is Alaura Estrella, I am 15 years-old and I currently attend Kamehameha Schools Maui. I am testifying in support of bill (HB276) which is to ban selling flavored e-liquids.

I believe the ban of e-liquids will help many young teenagers who vape want to stop. “Most vape liquids contain a combination of propylene glycol or glycerol—also called glycerin—as a base, and nicotine, marijuana, or flavoring chemicals to produce common or outlandish flavors, from mint to “unicorn puke.”(www.yalemedicine.org). These are just some of the main flavors that teens now buy which makes the product so enticing.

I also believe that this bill will stop teens from wanting to buy vapes or vape products. Because if the e-liquid or “Vape-juice.” That will make teens not want to vape. No more sweet flavoring liquids, no more harmful vapes, and less injury’s or conditions to the body which comes from vaping.

The reason that vapes are so popular are not only the cool tricks that you can make with vape tricks, but also the multitude of flavors you can taste. “Another strategy has been the widespread marketing of e-cigarettes and nicotine “e-juice” with a wild assortment of candy, fruit and other flavors. Flavors are not just a critical part of the product design, but are a key marketing ploy for the industry”(www.tobaccofreekids.org).Whether it’s pancakes or cotton candy, this flavoring makes teens want to vape. But what is hidden in this so called delicious flavoring is nicotine a highly addictive additive.

So, I strongly believe that we should ban the selling of flavored e-liquids to help better the health and future of young teenagers.

Mahalo Nui Loa,

Alaura Estrella



House Committee on Health
Representative Mizuno, Chair
Representative Kobayashi, Vice Chair
Re: HB276 Hearing 2/5/19 9:05AM

I Strongly OPPOSE HB276. Vape Kings LLC, which I own and operate, has two branches, one in the McCully District and one in Kapolei. It is important to note that though we are technically a retailer of tobacco products, we have never sold cigarettes, cigars, or smokeless chewing tobacco. we have age-restricted everything we have sold from the start, and have policies in place to minimize the possibility of minor purchasing anything from one of my stores. I do not have an online store, and personally feel that it is the relationship between my staff and the community of Adults who frequent my stores that makes us so effective. We curate Vaporizers to fit the needs of our customers and strive to only sell quality devices and E-liquids. We have happy customers! Please take a look at our Yelp reviews, we are rated among the best in Hawaii!

This brings me to my first point, I don't currently sell a tobacco flavor that would qualify under the proposed new restrictions. The closest flavor I do carry out of roughly 80, is labeled as a vanilla, custard, and tobacco blend, which I don't believe would qualify. Please note that RY4 Flavors, which are traditionally labeled as Tobacco, are a blend of Tobacco base, Caramel, and Vanilla. Labeling, rather than ingredients would determine if an e-Liquid would qualify under this proposed bill. Tobacco flavors are wildly unpopular, and E-liquids labeled as having only a Tobacco Flavor are also rare. After finally finding a company that actually manufacturers E-Liquids using cured tobacco, with no added flavor, I brought an order in about three years ago, sold a few bottles, heavily discounted the majority, and the rest expired before I could sell them. If I'm forced to sell e-Liquids labeled only as having Tobacco flavor, not only will it be confusing as to how the flavors will actually taste, I may be forced towards lesser quality manufacturers that are less transparent about their e-Liquids. That E-Liquid manufacturer remains as my only source for a sole Tobacco flavor. As a consumer, if I were to buy an unflavored wine, I would reasonably expect to be able to read on the back of the bottle what that wine should taste like, rather than have it simply list ingredients.

IF the legislature truly wants to reduce the 526 Million in health care costs attributed to Smoking in the state, shouldn't we continue to explore the potential harm reduction of non-combustible systems like ENDS which are very, very promising? There is also further data that was recently published in the New England Journal of Medicine that shows that middle-aged smokers of combustible cigarettes more easily made the switch to vaping versus any other non-combustible nicotine delivery system. The combination of lower costs associated with refillable ENDS (when compared to other nicotine delivery systems) and the availability of flavors, I believe was the deciding factor. My customers actively search out flavors that they enjoy, to continue to Vape rather than to smoke.

My second point is that yes, a nicotine addicted pool of youth that may later adopt cigarettes, would be a disaster. It is scary, but I don't believe that a reduction in responsible business owners like myself will help the situation at all. The only way to truly curb underage use of tobacco products is a combination of responsible LOCAL business owners, public education, and further legislation that penalizes under-age sales and transfer. I believe that we as a state can continue to explore vaping as a viable alternative to combustible cigarettes, while minimizing youth access to tobacco products. In this respect, I believe we can have our cake and vape it too.

Thank you again for your time and consideration.

Paul Azuma
Owner
Vape Kings LLC

HB-276

Submitted on: 2/3/2019 11:29:40 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Robin Iriarte	Hi Lyfe Vaporz,LLC	Oppose	No

Comments:

Aloha Chair, I writing in opposition of HB276. By banning E-liquids and ENDS units it would cause all of our patrons now to resort to other recreational drugs, alcohol, cigarettes, etc. Over sime time now we have had a huge amount of people looking for a cleaner and healthier alternative to smoking. These individuals have been smoking, addicted to drugs and so forth and have changed over to vaping. By taking this away it would cause people to do things more illegally.

I say that we need to regulate it. The FDA is already having juice manufacturers comply with certain guidelines to make sure that it doesn't get into the hands of our children. As a shop owner we strive to make sure that we ID any and every individual that walks in the door even if they look over 30 years old. We also keep a data base to ensure we sell to individuals over 21. We shouldn't have to ban e-liquids completely and make all of the hard working adults have to pay for the teens actions. We should impose harsher penalties for drug users and individuals doing all these crimes and leave the vape community alone. Vaping has changed many people for the better and it should be a right that they have as an individual to choose to vape flavors or not.

As far as taxing E-liquids if done so it should be done fairly. By making it over priced it would force many of the family owned businesses to shut down because of not being reasonable. If these shops end up shutting down the money that has been allotted for further research and so forth will no longer exist. So this will be actually be working against you instead of with you. The ENDS units and so forth should not be part of this tax, It is completely different.

Thank you for your time. "Vaping Saves lives"

HB-276

Submitted on: 2/3/2019 3:58:25 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Sean Anderson	Black Lava Vape	Oppose	No

Comments:

The FDA Commissioner, Scott Gottlieb recently released a statement on what they are doing to combat the epidemic that is teenage use of ENDS. It states that the use of electronic nicotine delivery systems (ENDS) has contributed to a decline of combustible tobacco which is known to cause cancer. It also clearly states that it intends on limiting flavored cigarettes, and or flavored e-liquid, to age restricted stores or areas. There is also talk of restricting online sales. Most vape shops In Hawaii do not do online sales, so they understand why this would help limit access to teens ability to gain access to ENDS. The majority of teens getting their hands on these products are not coming from Vape Shops (Mom & Pop's/Brick & Mortar). They are coming from Internet sales from retailers that do not have a robust age verification in place, or from stores that have no age restriction. All vape shops have a strict age verification(s) in place. Following what the FDA is suggesting/recommending is a much better solution. If all flavors are banned, it will create an increase in adult use of combustible tobacco, which would be a step backwards. If adults no longer have access to the flavor(s) they used to stop using combustible tobacco, they will ultimately go back to the use of combustible tobacco. We agree that teenage use of ENDS products is unacceptable, and Vape Shops throughout Hawaii have, and are taking steps towards stopping this. Almost all shops in Hawaii have stopped selling JUUL. The Vape community, as a whole, has a high distain for JUUL. They have solely created such a negative tone for the Vape community that most vape shops around the country, just as in Hawaii, have stopped selling their products. JUUL has always been a "Gas Station" product. As a community we can help put a stop to teens use of ENDS, without punishing responsible adults that have successfully stopped combustible tobacco by using flavored e-liquids. Just as with flavored alcohol, which there is no shortage of, teens should not be easily able to get their hands on any product deemed to be for adult use. If we work together, we can stop, and prevent this from happening without it being at the expense of responsible adults that have successfully quit smoking by using flavored e-liquid(s). Let's work together as a community, not against each other. We should all be able to work together. I can guarantee that vape shops don't want teenagers vaping more than anyone. The Vape community has always had one sole purpose. That's to get adults off combustible, and non-combustible (Chewing Tobacco) tobacco products. And it has done so with greater success than any other cessation device. The Vape community is ready to work closely with all parties to put an end to teenage use of ENDS.

More than anything I want this testimony to help educate anyone that may not have known some of what is in my testimony.

What I struggle with the most with these tax bills are simple truths that seem to get overlooked.

The first is the most obvious. There is NO tobacco in vape juice. None. There is nicotine, which is addictive. But again, a quick Google search will show that nicotine by its self is not what causes death, or any of the problems that come with combustible tobacco. It's the combustion of tobacco (and the chemicals that are added to tobacco) that causes ALL the ailments that come with smoking traditional cigarettes. Just as inhaling any type of smoke would do. Combustion does not happen in any ENDS device(s). Fun fact, all forms of the nightshade family of plants have nicotine in them including, but not limited to: tomatoes, potatoes, eggplants, even goji berries. Tobacco is part of the nightshade family.

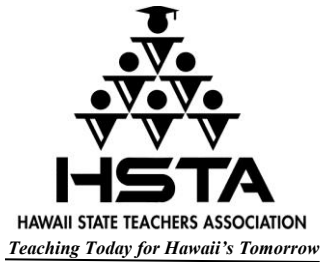
The second one is hard to figure out. Britain, aka the UK, has a counterpart to our FDA. Their name is: Public Health England, or PHE. They are tasked to perform the exact same duties as our FDA. To hear or read how they have been approaching ENDS is a stark contrast to our FDA. PHE literally promote vaping to get people away from combustible tobacco. They too do studies that mirror our FDA studies. How can these two government agencies, that are both tasked to have the health and safety of its citizens in mind, be so far apart in their approach to educate people? Or to stop the use of traditional combustible tobacco? One we know is revenue. The US, and in turn the State of Hawaii gets money based of what is known as the MSA, or Master Settlement Agreement. It states, amongst other things, that states will receive money based on sales of tobacco in that state. The State of Hawaii has seen such a drop in the use of tobacco that there is less money coming from the MSA. A lot less. It also has seen a massive drop in revenue from the tax imposed by the state on combustible tobacco. This is a great thing! As a state we should be celebrating. Not celebrating the loss of revenue for the state, but the drop in the use of combustible tobacco by the people that live here. The UK, if they have such an agreement doesn't seem to care about the loss in revenue. They, along with the EU (European Union) continue to see the benefits of using ENDS as a way to get people to stop, and stay off of combustible tobacco. Taxing these products will ensure that people that have used or currently use ENDS to successfully stop the use of combustible tobacco, to go back to using combustible tobacco which we know causes cancer. Tobacco will kill them.

A third is more of a general lack of knowledge, which by the way is exactly why we are here. There are only 4 ingredients in 98% of all e-liquid sold here in the US. 1) Vegetable Glycerin (VG). This product is 100% natural and can be purchased at any natural food store. In about 85% of all e-liquids, VG will make up 70% of its contents. Its typically made from soybean, coconut or palm oils. You have most likely used VG today. Here are just a few of the products that contain VG: condensed milk, whey products, pudding, clotted cream and dairy-based drinks. Processed meat and poultry, soybean products, processed seafood, dried eggs, canned eggs and egg-based

desserts. 2) Propylene Glycol (PG). PG is usually used as the base for the flavoring. This ingredient is interesting. This ingredient always gets a bad rap. Here is a fun fact: PG is used to deliver "atomized" medications, and has been used in asthma inhalers and nebulizers since the 1950s. This can all be found via a Google search, which I implore you to do. 3) Sweetener. This actually should fall under PG because usually it's combined with the flavoring before mixing with VG. Sweetener is added to give e-liquid a sweeter taste, just as you might add sweetener to coffee, tea, or even cereal. What is a common misconception about sweetener is what kind of sweetener is added to e-liquids. 5+ years ago a small handful of e-liquid manufacturers used a sweetener called diacetyl. This is where the Popcorn Lung discussion started. diacetyl is no longer used in e-liquid. What is currently used in most e-liquids is Sucralose. Other sweeteners are: Ethyl Maltol or Erythritol, none of which are associated with Popcorn Lung. 4) Nicotine. We already touched on this above. What is interesting about these ingredients is that all of them can be purchased by anyone in a store or online, with the exception of nicotine. What is also interesting is that all these ingredients individually are approved by the FDA for human consumption. Why is it if they are combined, they become tobacco?

Much Mahalos,

Sean Anderson



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Wilbert Holck
Executive Director

TESTIMONY BEFORE THE HOUSE COMMITTEE ON HEALTH

RE: HB 276 - RELATING TO FLAVORED TOBACCO PRODUCTS

TUESDAY, FEBRUARY 5, 2019

COREY ROSENLEE, PRESIDENT
HAWAII STATE TEACHERS ASSOCIATION

Chair Mizuno and Members of the Committee:

The Hawaii State Teachers Association **strongly supports HB 276**, banning the sale of flavored tobacco products.

The Hawaii State Teachers Association is the exclusive representative of the state's 13,700 public school teachers. As the local affiliate of the 2.2 million member National Education Association. This measure would ban the sale of flavored tobacco products in the state of Hawaii starting on 1/1/2020.

Flavored tobacco products have been proven as the entry point for youth to start smoking. According to the FDA's 2018 National Youth Tobacco Survey over two-thirds (67.8 percent) are using flavored e-cigarettes, which is a significant increase from 2017. The 2017 CDC, Youth Risk Behavior Surveillance System reported 8.1% of high school students smoked on at least one day in the past 30 days.

Locally the Hawaii's Youth Risk Behavior Survey of public high school students disclosed the following:

over 42% of Hawaii high school students have tried using vapor products;
over 25% of Hawaii high school students indicated that they are regular users; and
neighbor islands high school students reporting even higher numbers with over 31% of Kauai students, over 32% of Maui students, and over 34% of Hawaii county students reported to be regular users.

This data is why the Hawaii State Teachers Association asks your committee to **support HB 276**.

HB-276

Submitted on: 2/3/2019 6:20:06 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Linda Weiner	Individual	Support	No

Comments:

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Our state has one of the highest per capita uses of flavored tobacco products among middle school and high school students in the US. After the tremendous success of the Tobacco Free Coalition, the legislature, and many others in drastically reducing teen tobacco use in Hawaii, tobacco use among teens has made a drastic U-turn with the introduction and promotion by tobacco companies of flavored, "cool," e-cigarettes. These products have deliberately targeted children by adding many, many flavors with candy names like "Fruit Hoops", using colorful candy-like packaging directed toward children, and advertising that stresses good taste and smell of these products. In fact, the taste and packaging of flavored tobacco products are so enticing that young children have ingested the flavored juice with tragic results.

These electronic products were originally marketed as a safe way to wean off cigarettes. This assertion has no scientific evidence to back it up and misleads our keiki who feel that using ESP's is not only cool, but also safe. Ironically, tobacco companies have cynically taken advantage of gullible consumers by significantly increasing the nicotine concentration in the flavored "juices" so that new users are instantly hooked on nicotine, which is one of the most addicting substances known to man. This means that our keiki are rapidly becoming addicted to nicotine, instantly creating a life-long market for tobacco companies.

Unfortunately, the FDA has been slow to recognize the harmful potential of vaping despite frantic warnings from the American Academy of Pediatrics. Finally the head of the FDA has suggested some control of flavored ESP's in gas stations and convenience stores, which doesn't at all cover on line or tobacco store purchases, and there is no review of sales to minors until 2022. Also, flavored smokeless tobacco and hookah are

not addressed. This is reminiscent of the long and difficult push to control tobacco sales, which was violently opposed by tobacco companies and their lobbyists. I am sure we all remember the insistence by Big Tobacco that there was no health risk from tobacco products.

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Sincerely,

Linda Weiner, MD

Pediatrics, Kauai

HB-276

Submitted on: 2/1/2019 1:06:41 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
marta greenleaf	Individual	Support	No

Comments:

Children are extremely attracted to flavored products. Most don't understand how addictive these products are and they don't understand the dangers of starting to smoke at such a young age. This issue is so important to the youth of our state. Please do the research and ban these flavored smoking products.

Sincerely,

Marta Greenleaf

310 Hoopalua Dr

Makawao, HI. 96768

HB-276

Submitted on: 2/1/2019 1:36:43 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Ann Chung	Individual	Oppose	Yes

Comments:

I am in strong OPPOSITION to HB276.

This bill, while well-intentioned is NOT the solution and has very negative unintended consequences.

1. NOT ALL E-LIQUIDS CONTAIN NICOTINE

I started at the highest level of nicotine (over 24 mg) and am now at ZERO nicotine. If you ask many of the local vape shops, their biggest sellers are 0 and 3 mg.

2. E-LIQUIDS ARE NOT TOBACCO

Those against e-liquids consistently mix-up the terms “tobacco”, “nicotine” and “e-liquids”. E-liquids are flavored fluid that produce vapor.

3. BANNING E-LIQUIDS WILL DECIMATE HAWAII’S LOCAL MOM & POP STORES

Anecdotally, there are about 200 local vape shops in Hawaii – each with about 10 employees. Banning e-liquids will close these local businesses, cause about 2000 workers to lose their jobs, and significantly reduce tax revenues to the state.

4. LOCAL VAPE STORES DO NOT WANT KIDS VAPING

Local vape owners have already followed FDA regulations and have re-packaged their products. They are all interested in working with organizations like the DOE to educate our keiki about vaping.

5. BANNING E-LIQUIDS WILL CAUSE ADULTS TO GO BACK TO CIGARETTES

According to a study by the International Journal of Environmental Research & Public Research, a ban will cause adults who successfully stopped smoking cigarettes by using flavored e-liquids – to go back to smoking cigarettes. This is a terrible unintended public health consequence of this bill.

I urge you to defer this bill.

Mahalo for the opportunity to testify.

HB-276

Submitted on: 2/1/2019 12:12:06 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Michael Ching, MD, MPH	Individual	Support	No

Comments:

Dear Representative Mizuno,

I am writing in **support** of HB276. As a pediatrician who specializes in development and behavior, I have seen the effects of tobacco on my patients first hand. Children exposed to tobacco in utero are at higher risk of ADHD and intellectual issues. Adolescence is the time most life-long smokers begin smoking. Having "cool" flavored tobaccos is an undeniable attraction. Banning flavored tobacco products will help reduce the harm to our population starting in childhood. Please vote to advance HB276.

Sincerely,

Michael Ching, MD, MPH, FAAP

HB-276

Submitted on: 2/1/2019 4:27:52 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Marvin Hashimoto	Individual	Oppose	No

Comments:

Vapeing for me has helped me throughout these years. My dad has been a smoker my whole life and thought I'd give it a try. I started smoking at a young age and being that I was doing a lot of athletic activities smoking really did catch up to me. Every time I would be doing these activities I would find myself losing my breath and getting tired really fast. Then the first electronic devices came out and gave those a try and it really did help me out a lot. I honestly haven't touched a cigarette in 3 years and counting. So I bought one for my dad and he is currently in the process of quitting cigarettes. People do say that vapeing is worse than cigarettes but there is no studies that show there's more chemicals going into your body than regular cigarettes. But all I gotta say is that sharing my story with you gives you some idea of how vapeing flavored liquids helped me out.

HB-276

Submitted on: 2/1/2019 3:33:18 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jamil Folio	Individual	Support	No

Comments:

Aloha,

My name is Jamil Folio. I live in Kula, HI on Maui, and I am the father of two girls, ages 1 and 4. I am writing this testimony in support of HB 276 as a concerned citizen and father. We on Maui see youth vaping everywhere, it truly is an epidemic. They vape in class, on the streets walking home after school, in groups when hanging out. It is out of control and so many of these kids are developing very serious nicotine addictions. I am a former smoker and do not wish that habit on my children or anyone's child. The tobacco industry, and now the vape industry, pray on children. They target young people because without them they won't make the billions of dollars that they currently do. The easiest way to entice young people is through flavors. If adults choose to vape, even as an alternative to smoking, flavored products are not necessary. We don't need them in our State, we don't need them around our kids. Please pass HB 276 out of committee and please protect our children, including my two little girls.

Thank you for your time and consideration.

Jamil Folio

Kula, Maui, Hawaii

HB-276

Submitted on: 2/1/2019 2:06:11 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Teikiheekua Taupu	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/1/2019 11:41:20 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
taeleipu liliu	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/1/2019 9:03:58 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Ryan Werth	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/1/2019 7:29:50 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Prabu Segaran	Individual	Support	No

Comments:

Please don't let anyone buy flavored tobacco products in our state.

Aloha,

Prabu

HB-276

Submitted on: 2/1/2019 7:31:47 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
shaun	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/1/2019 8:10:25 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
jason graham	Individual	Oppose	No

Comments:

Banning flavors would take the chance of someone to quit smoking cigarettes. I personally stopped smoking cigarettes thanks to vaping and without it my sleep apnea would be alot worse today. I tried going cold turkey, pills, and patches to no avail. I was a pack and a half a day smoker with no aim in sight to quit. Thanks to vaping I breathe easier and my blood pressure has went down significantly. Although medically no political front supports these facts from countless individuals, I can personally say that it has saved my life. I would be saddened to see vaping go away as an option to help somone quit smoking and to see countless individuals lose jobs and businesses due to the obvious loss of business, which honestly would not stop the smoking epidemic. Thank you for your time and please reconsider and not bad flavors for vapors and potential vapors.

HB-276

Submitted on: 2/1/2019 8:22:56 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Edson pimental	Individual	Oppose	No

Comments:

To whom it may concern I am a local citizen of OAHU, Hawaii and oppose the bill to ban flavored ejuice and any online orders because it is already a hard just trying to quit smoking but because of vaping I no longer need the tobacco fix that I've had before plus I know it is safer for me in the long run and because I now vape I no longer use any nicotine type juices only 0 nicotine flavored juice like mango for example thank you for your time

HB-276

Submitted on: 2/2/2019 12:18:44 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Anthony Orozco	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/2/2019 12:25:48 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
ASHLEY MATTOS	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/2/2019 12:41:34 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Bill Medeiros	Individual	Oppose	No

Comments:

I am not a consumer of flavored e-liquids, however I oppose this bill. There are so many products that use flavorings as part of their marketing: cough syrups, coffee creamers, liquid hand soap, the list goes on. I don't think the State should start deciding what should be flavored or not, or which flavors are appropriate and which are not.

If you wish to prevent minors from using tobacco products, then invest in education.

HB-276

Submitted on: 2/2/2019 1:27:19 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Michael Junker	Individual	Oppose	No

Comments:

Vaporizers as an alternative to cigarette smoking has been shown to be healthier, short term and long term, and reduces the negative impact. This testimony specifies on the psychological and the social aspect of nicotine use. Similar to cannabis, nicotine has been shown to reduce anxiety and stress. In addition to this, vaporizer use has been shown to create a social interconnectivity between users that is beneficial to the psychological health (Cameron, 2017). The aversion that was placed upon cigarettes, including the lingering odor, the physical effects on the mouth, and the stigma placed by research has fostered negative impressions. While not unfounded, vaporizers have served to negate many of these issues. As a species, humans are a social race, and with vaporizers, socialization has become healthier and more acceptable (Levin et al, 2016).

In conclusion, the banning of flavored tobacco only serves to degrade the recently rebounding socialization and mental health of nicotine users. With a large portion of the population utilizing nicotine products of various origins, and the necessity for human interaction, banning flavor will hurt the psychological wellbeing of users on more than just the physical level. Along with withdrawals, there will be psychological issues that will be presented including increases in anxiety, anger, depression and a lessened quality of life. In addition, banning of flavor removes the ability for non-nicotine vaporizer users to utilize these products despite already not consuming nicotine.

HB-276

Submitted on: 2/2/2019 1:36:21 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
LINA	Individual	Oppose	No

Comments:

I SMOKED FOR 18 YEARS AND QUIT USING SOUR GUMMY WORM FLAVORED E LIQUID!

HB-276

Submitted on: 2/2/2019 1:40:34 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
DOC	Individual	Oppose	No

Comments:

I SMOKED CIGARETTES FOR 20 YEARS AND QUIT WITH SOUR GUMMY WORMS FLAVORED E LIQUID!

HB-276

Submitted on: 2/2/2019 1:45:01 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
KOA	Individual	Oppose	No

Comments:

I SMOKED CIGARETTES FOR 8 YEARS AND QUIT USING LAVA FLOW FLAVORED E LIQUID!!!

HB-276

Submitted on: 2/2/2019 2:53:55 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
francis luu	Individual	Oppose	No

Comments:

Hello,

I smoked cigarettes for 13 years and switch to vaping 5 years ago and didn't touch a cigarette, i use flavor eliquid to quit, tobacco flavor eliquid did not help so I'm asking for not to ban flavors.

HB-276

Submitted on: 2/2/2019 3:10:18 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
24hourvapes	Individual	Oppose	No

Comments:

Hi,

I'm owner of 2 vape shops in Hawaii, i oppose this bill because flavor ejuice helps a lot of people quit smoking, we have seen many people come back and tell us. We check every ones ID to make sure there over 21, if this bill passes i would have to close down both of my shops and all my employees will be out of a job.

Thank you!

24hourvapes

HB-276

Submitted on: 2/1/2019 6:43:41 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
kyli kaleo	Individual	Support	No

Comments:

Hello, My name is Kyli Kaleo and I'm a senior at Waiakea High School on the Big island. I am testifying in support of HB276 because of the affect it has been taking on my friends and other teens around me. Never did I think when I was in intermediate that all my friends would be smoking or doing drugs in highschool. Now, I can't even remember a time that I don't see them vaping or smoking something. Over half of the kids at my school own a vaping device. Everyday I see kids vaping in class but the one thing that all these kids have in common is that their all smoking flavored tobacco products. They may have different devices and different levels of nicotine but they are all smoking a flavored tobacco product. If flavors were never invented for vaping, I would bet half the teenagers that are vaping wouldn't be. Maybe even more. Flavors are what is enticing my teenage friends to vape and do drugs. I am part of the youth council as well and I have been doing presentations to different adult groups and they don't even know that this epidemic is going on. They don't know that our percentages are 700 above the national average. We need to stop this epidemic from spreading and it starts with this bill. Banning tobacco flavored products will help and prevent teens from vaping or even trying it. I need my friends to stop vaping because we don't know the long term effects about what this drug could do to them in 20 years.

HB-276

Submitted on: 2/1/2019 9:12:59 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Anonymous	Individual	Comments	No

Comments:

I would prefer to see a plan to phase out the sell of tobacco completely and a plan to deal with users that are now having their life style taken away will require appropriations to give some positive incentives (badge, certificate. etc) and mental help so they can get back on their feet.

HB-276

Submitted on: 2/1/2019 7:02:07 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Laura Segaran	Individual	Support	No

Comments:

I think it is essential that legislatures support this bill to protect our children's health and future. Candy flavored tabacoo is directly marketed to children and research has shown that there is a high rate of vaping in Hawaii and that our state's children are at risk of being targeted to be future tobacco users. To protect our children there needs to be a ban on Candy flavored tobacco.

Dear Chair Mizuno & House Committee on Health,

I am writing in STRONG OPPOSITION to HB276.

Any regulation of flavors should occur at the federal level - Congress empowered FDA to establish tobacco product standards such as restricting flavors only if FDA determines that such action would be appropriate for the protection of the public health based on science and evidence. Potential Harm Reduction Should Be Considered - E-vapor category is relatively new, some public health and tobacco control researchers have reached the preliminary conclusion that e-vapor products may present a compelling risk reduction opportunity compared to combustible cigarettes. Mitch Zeller, Director of the Center for Tobacco Products at FDA, along with many scientific experts, has recognized the promise tobacco harm reduction and potentially reduced risk products may hold for public health. In a recent letter to the World Health Organization, 53 global experts on nicotine policy stated that policies that are excessively restrictive or burdensome on lower risk products can have the unintended consequence of protecting cigarettes from competition from less hazardous alternatives and cause harm as a result. In a recent survey of 4,618 e-vapor consumers, almost half of participants said that a lack of variety of flavors would make reducing or completely switching from smoking cigarettes less likely.

Approximately 90% of adult e-vapor consumers report using flavored products. Hawaii should respect the preferences of adult consumers to use flavored products, especially when they could play a role in reducing tobacco-related harm. We believe regulators and legislators should tailor public policies to reflect the uniqueness of this category, including the fact that these products emit vapor, not smoke.

A ban on characterizing flavors could contribute to the growth of the “Do-It-Yourself.” DIY involves purchasing separately, and then mixing, liquid nicotine, propylene glycol, glycerin, and flavors to make an e-liquid for an open device. Details on how to mix flavors and liquid nicotine are readily available online. Materials for DIY – some of which are of unknown quality and origin – are inexpensive and widely available. FDA has not yet explored issues raised by the separate sale, and home-mixing, of nicotine and flavorings.

21 Age Restriction Already in Place. Hawaii already has put a 21 and older ban on sales of vapor products in place. Kids should not use any nicotine product and not have access to such products, including those with characterizing flavors. No manufacturer should use children’s cartoons or youth-oriented candy trademarks to market their products. When its rulemaking is final, FDA will have comprehensive authority over the sale and marketing of all tobacco and tobacco-derived nicotine products. This authority includes the ability to take further action as required to prevent illegal underage purchase.

This ban would essential destroy the vapor industry as all flavors - even the “natural tobacco flavor” mentioned in the bill are the results of flavoring. This means all vapor products would be illegal if this bill passes. I am sure this is not what you meant to do with this bill, and its result would mean the loss of a multitude of local businesses, creation of a black market, and increased online sales of unregulated products.

Thank you for considering this testimony.

Aloha,
Johnathon Myers
Concerned Constituent & Consumer

HB-276

Submitted on: 2/1/2019 7:15:08 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Deven Camat	Individual	Oppose	No

Comments:

Flavored liquid helps me not smoke cigs. I'd rather smell different flavors of liquids than see people smoking cigs

HB-276

Submitted on: 2/1/2019 4:08:22 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Elise Carmody	Individual	Support	No

Comments:

I am in favor of this bill.

I started smoking when I was 12. If you are at all familiar with the tobacco trials of the 1980-90's the tobacco companies intentionally marketed to children because their research showed that pre and teenage people were more susceptible to nicotine addiction than adults.

One of the ways they marketed to young people was with flavored cigarettes.

This is just history repeating itself. The vaping industry is using flavored products to attract young users who are more susceptible to nicotine addiction and thereby becoming life-long customers.

Hawaii has a history of attempting to protect young people from this addiction. "On November 23, 1998, Hawaii, along with 45 other states that had filed similar actions against the tobacco companies, entered into a "global" settlement. Under the Master settlement agreement ("MSA"), which memorialized the "global" settlement, the tobacco companies agreed to take steps aimed at reducing or eliminating tobacco use by minors and educating the public at large about the dangers of tobacco use. MSA, at 18-47, available at <http://www.library.ucsf.edu/tobacco/litigation> (Nov. 1998)."

Proponents will say that tobacco and vaping products are illegal for persons under 21. That is true and has been true for many years. However, it has never stopped a young person from obtaining tobacco.

Unavailability of flavored products will make vaping less attractive to young people and hopefully save many from years of ill health due to addiction to nicotine.

HB-276

Submitted on: 2/1/2019 1:06:05 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jaden Chang	Kamehameha High School Maui Student	Support	No

Comments:

Aloha my name is Jaden Chang. I am a 9th grader at Kamehameha Schools Maui. I would support this ban because there shouldn't be an incentive to vaping. This flavoring leads to younger people to join in too and enjoy what is destroying their lungs. This is supported by Childmind.com in this passage " E-cigarettes are now the most frequently used tobacco product among adolescents — some 2.1 million middle and high school students were e-cigarette users in 2017 — far surpassing traditional combustible cigarettes." These flavors are making vaping seem cool by adding more of an incentive to trying vaping. They persuade kids into saying "it tastes good" and "it's not that bad". Even though it is, in fact, changing their lives forever. Not only is it affecting their body but its affecting their behavior. According to mphdegree.edu "Regardless of whether users are smoking traditional cigarettes or e-cigarettes, nicotine is still being delivered the body. In its concentrated e-liquid form, nicotine is poisonous. Nicotine has been shown to have effects on reproductive health, and when pregnant women are exposed to it, even at low levels, it can harm the developing fetus and lead to babies born with low birth weights. Nicotine has also been shown to be toxic to the still-developing brain of young people. Children who have been exposed to nicotine have more respiratory problems." This should be enough to stop people from vaping. But it gets even worse. Not only is it affecting their body it is also affecting their way of life. Nicotine is a very addictive drug. When your body does get hooked on this substance and your body feels like it needs too your brain starts to act strangely. Evidence provided by Centronaddicton.org "Addiction is a complex disease of the brain and body that involves compulsive use of one or more substances despite serious health and social consequences. Addiction disrupts regions of the brain that are responsible for reward, motivation, learning, judgment and memory. It damages various body systems as well as families, relationships, schools, workplaces and neighborhoods." This can cause people to have mood swings, lash out, and even feel depressed. Both my parents were smokers and have turned to vaping. I don't know whether it is a better alternative but I wish they wouldn't vape. They constantly have to go outside and take a break to vape. Interuptting family time, missing important information or sports and arriving late. Vaping has been a big problem for my family. From my grandparents on both sides to my parents. So if there is any way to stop people from being looped into it I'm going to try to stop it.

HB-276

Submitted on: 2/1/2019 5:49:56 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
shantelle rosete	Individual	Oppose	No

Comments:

FLAVORS KEEP ME FROM SMOKING REAL CIGGARETTES!

HB-276

Submitted on: 2/1/2019 5:19:42 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Karen Tessier	Individual	Support	No

Comments:

HB-276

Submitted on: 2/3/2019 1:20:12 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Clayton Silva	Individual	Oppose	No

Comments:

I'm Strongly opposed to any flavor ban.

HB-276

Submitted on: 2/3/2019 2:50:06 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Ariel Alonzo	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/2/2019 7:59:11 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mariner Revell	Individual	Oppose	No

Comments:

I strongly oppose this bill. Adults ages 21 & over should not have their freedom to choose taken away from them. How is it that flavored alcohol is fine but tobacco products are not? I strongly oppose this bill which takes away freedoms of Adults!

HB-276

Submitted on: 2/2/2019 4:26:31 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Ashlee Klemperer	Individual	Support	No

Comments:

Testimony in Support of HB276

Ashlee Chapman

Kihei Resident

February 2nd, 2019

As a mother, social worker and prevention professional I have seen first hand the massive harms and negative impacts of flavored tobacco products. As the vaping epidemic sweeps through the state, Maui County continues to experience even greater negative harms and higher levels of consumption of our youth compared to other counties. I greatly support the passage of HB276 as it would establish necessary protections for our youth and community. Please do what is best for all of Hawaii and pass HB276.

Ashlee Chapman, MSW

851 S Kihei Road, Maui HI 96753

808-868-7505

HB-276

Submitted on: 2/2/2019 4:47:12 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Ann Collins	Individual	Support	No

Comments:

Aloha, I am submitting testimony in strong support of HB 276 which would prohibit the sale of flavored tobacco in the state of Hawaii. I have two young children that I hope will never be tempted by these kinds of products, that so clearly target kids and young people. I would be proud to be a citizen of the first state to pass such an important law that will protect our keiki.

Mahalo nui loa,

Ann Collins

Kula, HI

HB-276

Submitted on: 2/2/2019 11:52:37 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Clint Bush	Individual	Oppose	No

Comments:

I have been vaping for 5 years now but smoking cigarettes for years prior to it. I feel better, I smell better and my kids notice a difference. Do not take this version of me away from my children. Vaping keeps me away from cigarettes.

HB-276

Submitted on: 2/3/2019 1:21:45 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Danielle Holland	Individual	Oppose	No

Comments:

I'm over 21 years old and I have the right to choose my flavors. I oppose HB276.

HB-276

Submitted on: 2/3/2019 7:00:11 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Alistair Taylor	Individual	Support	No

Comments:

I am a doctoral clinical psychology student in the final year of my program, and work with many kids with ADHD. One aspect to the debate around vaping that is often ignored is that of addiction in general. By definition, anything, whether chemical or behavioral, that exerts a psychoactive effect on the brain, is a drug or addiction, and operates on the same pathway in the brain. This would include drugs, gambling or excess screen time. This dopaminergic pathway is also critical to attention, learning and sense of reward, but is depleted via chronic addictive behaviors. Kids today already struggle with short attention spans due to the prevalence of smart phones/internet connectivity. Other addictions such as vaping, combined with neurotoxic effects, are likely to add to the ADHD problem, which has implications for further stimulant use (e.g. Ritalin) with their own set of health risks. Furthermore, unchecked ADHD is a risk factor (not a guarantee of) later life antisocial personality traits. The connection on these points may seem tenuous, but it is real nonetheless, and significantly compounded by other environmental factors (e.g. stress, inadequate quality of nutrition) that conspire to weaken the health of the developing brain in childhood.

HB-276

Submitted on: 2/3/2019 12:43:42 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jostin A Iriarte	Individual	Oppose	No

Comments:

Aloha,

My name is Jostin I am a former smoker of 20 year's, I strongly oppose HB276, for the simple fact that this bill is unfair in the statement of Flavors is the reason of being the root cause of the teenage vaping epidemic. The FDA has implemented many rules that all vape shops and those in the vape industry must comply with to remain in business. As a former smoker of traditional combustible cigarettes, vaping and its Flavors has helped myself, family members and friends of legal smoking and vaping age whether it be State age laws or federal to stay away from and stop smoking cigarettes, since I've quit smoking and started vaping having flavors to enjoy as a law abiding citizen while vaping should be a right that shouldn't be taken away from legal adults. As an adult we should have a choice to vape a flavor!! The vaping epidemic in Hawaii and the USA of teenager are because of certain devices like "Juul" and similar ones like it being easily accessible through gas stations, convenience stores ect, at least 90% of actual vape shops have taken part in sales to minors prior to laws being in place it started from 18 years of age now in some states like here in Hawaii its 21, these vape shops, manufactures and companies who follow the rules will be getting punished for the fact that the reasons behind the epidemic isn't being directed toward. The product that most of the vaping community disagrees with due to the accessibility in gas stations & convenience stores is what most teens are using because places other than vape shops dont take it seriously when asking for ID. There should be more stings to help aid the root cause & not punishing responsible Vape shops and adults. By taking away something "flavors" vaping Eliquids ect that has made a huge impact by lessing the amount of Traditional tobacco cigarette use, state and nation wide. It will greatly impact citizens to go back to combustible cigarettes which is definitely more toxic due to the fact my own Doctor has told me since I quit smoking cigarettes my health is much better in comparison.

Attachment "A1" is a letter from The FDA Commissioner, Scott Gottlieb. It states that the use of electronic nicotine delivery systems (ENDS) has contributed to a decline of combustible tobacco, which is known to cause cancer. It also clearly states that it intends on limiting flavored cigarettes to age restricted stores, or areas.

Mahalo Nui Loa for your your time

HB-276

Submitted on: 2/3/2019 1:09:39 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Michelle Robinson	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/1/2019 5:26:38 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Garett Uyesugi	Individual	Oppose	No

Comments:

Dear our publicly elected representatives

I OPPOSE this bill. Flavor in Vape ejuice is done so to make the transistion from combustionable tobacco like cigarettes a more pleasant experience for adults. It is not done so to encourage children usage. Tobacco flavor in vape ejuice is not actual tobacco but a mix of different flavors to mimic tobacco. Maybe a better law would be to enforcement target ejuice that clearly looks childish or names of flavors trying to mimic children tastes.

We have more then enough sufficient laws regulating this industry. What is lacking is proper sensible enforcement of those laws already in place. The FDA compliant Vape industry brick and mortar establishments is the best way to screen ID and refuse to sell to underage. That has also been said by the dept head of the FDA. FDA compliant brick and mortar business operating in Hawaii selling vape does so with the intention of harm reduction and helping adult people to get off of tobacco or minimizing it. It has been very successful If you where to look at the federal governments own numbers on the plummeting tobacco use. JUUL is also a big concern for us as its proven to bring a bad shadow on the industry but we are powerless to control it. FDA own words are that there is a children epedemic and focused on this brand.

Isnt it in your best intention to save people rather then remove the tool that is working the best at saving people from tobacco illness or death. Vape contains no tobacco. even tobacco "flavor" is not from tobacco. Nicotine can be derived from many different plants but mainly it is from tobacco. But then again somehow even 0 nicotine is grouped with tobacco and it has 0 tobacco of any kind.

Sincerely Garett Uyesugi

HB-276

Submitted on: 2/1/2019 5:41:40 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Teddy Kim	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/1/2019 5:46:05 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
austin kelliinoi-westbrook	Individual	Oppose	No

Comments:

A lot of flavors have helped many friends and family members I have known. It has a huge positive impact to help those that try to quit smoking....

Date: February 1, 2019

To: The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Re: **Strong Support of HB276**, Relating to Flavored Tobacco Products

Hrg: February 5, 2019 at 9:05 AM in Capitol Room 329

Aloha House Committee on Health,

I am writing in **strong support of HB276**, which bans the sale of flavored tobacco products, including menthol, in Hawai'i.

Hawai'i is in the midst of a youth vaping epidemic. Studies find that 80% of kids start with a flavored vape product and 80% of kids who vape regularly use flavored products. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, including Fruit Hoops, Sour Straws, or Cookie Monsta- who is the industry really targeting with flavors?

It is critical to include menthol in the tobacco flavor ban. Menthol is commonly found in products that start tobacco use, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, which has led to higher tobacco use and tobacco-related health disparities in groups including the Native Hawaiian community.

The vast majority of vape products, and the vape products most commonly used by youth, contain the highly addictive chemical, nicotine. Thanks to Hawai'i's leadership in tobacco prevention, cigarette smoking among our youth is at an all-time low.

But, candy flavored vape products are now introducing large numbers of our kids to nicotine who would otherwise not be exposed. Kids who vape are eight times more likely to go on to smoking tobacco cigarettes compared to kids who don't vape. And, research shows that nearly 80% of youth who vape would never have started if flavored products were unavailable.

We need to ban flavored tobacco products to prevent a new generation of youth from becoming addicted to nicotine.

I **strongly support HB276** and respectfully ask you to pass this bill out of committee.

Many thanks for your consideration,

Forrest Batz, PharmD
Kea'au, HI

HB-276

Submitted on: 2/1/2019 7:22:39 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Darlene Ben	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/2/2019 1:33:06 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Keala	Individual	Oppose	No

Comments:

Aloha my name is Keala Solomon vaping flavor eliquids has made me quit smokiong cigerattes, ive been smoking for 5 years and since ive been vaping flavor eliquids ive felt more healty and more better. My mother and sister also smoked cigerattes but Ive helped them quit smokig by vaping flavor eliquids. my mom smoke for 20 plus years and since vaping she has felt more better, she doesnt feel sluggish anymore, shes more active and not in the hospital as much. You take away the flavor eliquids and so much people who have quit will be forced to go back smoking cigerattes. think about that? Are you willing to take away flavor eliquids and force people to smoke again thats what this bill is basically saying. Do not pass this bill, you as the goverment legislature want to make hawaii a healthy enviroment keep the flavor eliquids.

My name is Richard Collins and I live in Kula, Maui and I am testifying as an individual.

I STRONGLY SUPPORT HB276!

I support the bill for the following reasons:

1. Flavored tobacco products are a high-risk product for youth and they are most often the first type of tobacco product used by youth.
2. Flavored tobacco products target underage youth. The colors, marketing strategies, and flavors of the tobacco products are targeted to youth. This is unacceptable and appalling. In order to protect our youth from such marketing, it is imperative that we remove these products from our communities.
3. Flavors hook kids. Most underage youth today begin smoking using a flavored tobacco product. Additionally, youth who start smoking underage are much more likely to smoke into adulthood. This can all be rooted in flavor tobacco hooking our youth at a young age.

I implore you to SUPPORT HB276! This can be your legacy in creating a safer, healthier environment for our youth!

Sincerely,

Richard Collins

HB-276

Submitted on: 2/1/2019 9:32:43 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Lynn Murakami-Akatsuka	Individual	Support	No

Comments:

Dear Committee,

I strongly support the passage of HB 276 to ban the sale of flavored tobacco products that impact our community, especially our younger population due to public health concerns.

Thank you for the opportunity to testify.

Lynn Murakami-Akatsuka

HB-276

Submitted on: 2/1/2019 2:30:50 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Ann S Freed	Individual	Support	No

Comments:

Aloha Chair Mizuno, Vice Chair Kobayashi and Members,

I am strongly in favor of a ban on flavored ecigs that are clearly aimed at recruiting children in order to create long-term addicts.

Consider these facts:

- “E-cigarettes typically [deliver nicotine](#) derived from tobacco, which is highly addictive, might harm brain development, and could lead to sustained tobacco product use among youths,” the CDC said.
- Late last year a team at the Harvard School of Public Health found many e-cigarette flavors deliver [harmful chemicals](#), including diacetyl, the chemical blamed for causing ["popcorn lung"](#) in workers at microwave popcorn packaging plants. Other teams [found formaldehyde](#), which is known to cause cancer.
- In addition, According to the Truth Initiative, more than four times as many young adults who use e-cigarettes go on to start smoking tobacco cigarettes.

And why wouldn't they because NOW they're addicted.

The Tobacco companies and their lobbyists so evident at these hearings are nothing more the a drug cartel, looking for long-term profit on the bodies of children.

Here's what they are spending to hook the future smokers of America: During 2011 to 2014 spending on e-cigarette ads rose from \$6.4 million to \$115 million.” At the same time current e-cigarette use among high school students soared from 1.5 percent to 13.4 percent, and among middle school students from 0.6 percent to 3.9 percent,” (CDC)

Mahalo for the opportunity to testify,

Ann S. Freed, Mililani

HB-276

Submitted on: 2/1/2019 3:40:37 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
thomas wills	Individual	Support	No

Comments:

Testimony:

Date: January 30, 2019

To: Rep. John M. Mizuno, Chair

Rep. Bertrand Kobayashi, Vice Chair

Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong support of HB 276, Relating to Flavored Tobacco Products

Hrg: January 31, 2019 at 9:30 AM at Capitol Conference Room 329

I strongly support HB 276, which would ban the sale of flavored tobacco products.

I support this bill because previous research has shown that flavorings make tobacco products, particularly e-cigarettes, attractive to adolescents. Recent data from Hawaii and other states have shown that e-cigarette use is quite prevalent among school students, even among middle school students who are 12-14 years of age. This is resulting in a high rate of addiction to nicotine, which was previously not known in Hawaii because rates of cigarette smoking were relatively low and the high taxes on cigarettes in Hawaii result in less frequent smoking among students who do smoke. It looks like e-cigarettes are changing this situation and that a number of students may graduate from school being addicted to nicotine.

In addition to showing that e-cigarette use is prevalent among Hawaii school students, our studies have shown that e-cigarette use is linked to several adverse outcomes. Using e-cigarettes is related to initiation of cigarette smoking among previous nonsmokers, hence is contributing to nicotine addiction through another mechanism. It is also related to asthma and bronchitis.

Recent authoritative articles by physicians and pharmacologists in the New England Journal of Medicine have emphasized that nicotine is as addictive as heroin, that flavored tobacco products increase the likelihood of adolescents becoming addicted, and that there is increasing evidence of harmful respiratory effects from e-cigarette vapor. (See, for example, "The Dangerous Flavors of E-Cigarettes," New England Journal, January 30, 2019.) Many public health experts have noted that the current epidemic of e-cigarette use among adolescents is creating risk for public health and that steps should be taken to reduce use among teenagers. All the research I have seen indicates that eliminating flavorings would be a large and effective step toward this goal.

I have heard some people argue that the FDA is going to take action against flavorings soon.

I don't believe it. I have heard similar arguments for years about tobacco policy. The tobacco companies agreed in 2006 to run ads about the risks of cigarette smoking and nicotine addiction, but IT TOOK 12 YEARS before they finally agreed to do this. (You are just seeing the se ads in the newspapers now.) The FDA tried to use its legal authority to put graphic warning labels on cigarette packages beginning in 2010, but THIS NEVER HAPPENED because the tobacco companies kept filing lawsuits against it. The writing on the wall is that if FDA tries to take action against flavored tobacco products, the tobacco companies will just do the same thing all over again and delay action for 10 or 20 years. Meanwhile a new generation of teenagers will become addicted to nicotine.

For the reasons given above, I strongly support HB 276 and ask you to pass this out of committee.

Yours sincerely,

Thomas A. Wills, Ph.D.

Director, Cancer Prevention in the Pacific Program

University of Hawaii Cancer Center

HB-276

Submitted on: 2/1/2019 3:24:26 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Helene	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/1/2019 3:25:24 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Katie Folio	Individual	Support	No

Comments:

Aloha,

My name is Katie Folio and I am writing as a private citizen and mother on Maui in STRONG support of HB 276, which will prohibit the sale of flavored tobacco products in the State of Hawaii. As a teenager, I started smoking in 1997 when teen youth use rates hit a peak due to the influences and targeting of the tobacco industry. I thought I was a rebellious teen, acting of my own free will, but I did not understand the industry tactics that they were using to make me a lifetime user. I started with menthol cigarettes, which were easier to smoke and tasted pretty good. I struggled for about 10 years to quit smoking, but I finally succeeded. I know i am one of the lucky ones, not everyone is successful. It certainly would have been better had I never started smoking at all. Without menthol available, it's possible that would have been the outcome for me. I did not enjoy the flavor of cigarettes, but once addicted it's easier to switch over.

Because of the lawsuits and outcomes of the 90s, the tobacco industry had to stop targeting our youth, at least blatantly, and cigarette use among kids has decreased dramatically. But the vape industry isn't regulated in the same manner, and youth vaping has become an epidemic. Our kids on Maui are vaping at extremeley high rates, and they are getting addicted to nicotine just as I did. The reason they are vaping is due to the flavors. If nonflavored options were the only options, our youth use wouldn't be what it is today, and these kids wouldn't be facing a lifetime of addiction.

Please help protect our keiki, and my two young daughters, from these industry tactics. There is no reason to have candy-flavored tobacco products. Adults don't require them, and we should stop allowing the tobacco and vaping industuries to target our kids. Tobacco kills more people than anything else! We don't even know how many people may die from vaping. And I don't want my kids or any of our kids to be the experiment.

Please do the right thing. Ban flavored tobacco products from our state. Please pass HB 276 out of committee, and please support our keiki.

Mahalo nui loa,

Katie Folio

Kula, Maui, HI

HB-276

Submitted on: 2/1/2019 4:33:17 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jess Lovely	Individual	Oppose	No

Comments:

A ban on flavored tobacco really isn't going to hurt anyone but the users of vape products. Not to mention that e-cigarettes have been wrongly classified as tobacco products. They don't produce smoke, nor do they emit smoke. They produce water vapor that's at least 90% less harmful than traditional tobacco. The local state government is trying to take away an extremely less harmful nicotine delivery device by eliminating the use of flavorings. As a citizen of Hawaii I feel like my freedom of choice to ingest what I want is being taken away from me.

To whom it may concern:

I oppose Bill HB276. I've been a long-time smoker and only quit due to flavor e-liquids which kept me off dangerous traditional tobacco cigarettes for 4 years now. For you to ban flavors for thousands of adults, you're not only taking our rights away as consumers, you're forcing us right back to dangerous, cancer causing cigarettes. Adults like flavors and these products are sold strictly ONLY to adults. Please stop trying to be the first State to pass a bill only to pass it, there's thousands of adult who use e-cigarette as a mean to quit, don't take that away from us.

HB-276

Submitted on: 2/1/2019 4:57:25 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Shannon Stevenson	Individual	Oppose	No

Comments:

Aloha,

My name is Shannon Stevenson. I oppose bill HB276. As an adult I have the right to choose whatever flavor I wish. Taking my right to choose what I want from where I want is just wrong. I am a reformed smoker of 12 plus years. I quit combustible cigarettes because I found vaping. My doctor has given me a better bill of health since I stopped smoking over 8 years ago. I have more energy, a better pallet to taste my food now. If you smoked ever you would know the facts I just stated are all true. When you smoke you never realize how much of the small things in life you become numb too. I have been educated on the carcinogen that you ingest while smoking. Like carbon monoxide from the burning of the wrapper on a traditional cigarette. With vaping you get none of that. The primary ingredients in a premium eliquid is made from food grade PG and by. The nicotine is also derived from vegetables such as tomato,potato and egg plants. Things that I already eat day to day. So urge you not to cripple or potentially kill an industry that helps saves lives. Vaping has made a significant difference in my life. If I ever had to choose another coping habit it would probably be drinking. And we all know that drinking is still a nation wide epidemic and kills alot more people and alot more often than vaping ever has.

Mahalo for your time.

HB-276

Submitted on: 2/1/2019 4:57:56 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Daniel jennings	Individual	Oppose	No

Comments:

I stop smoking cigarettes because of my children because of cigarette smell he's able to pick up vaping fairly easy now I feel like I can breathe better and I don't cough and Hawk disgusting loogies as much as I used to. Like to keep the flavors because I use Red Bull and it is the best flavor

HB-276

Submitted on: 2/1/2019 1:54:27 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Doug Pyle	Individual	Support	No

Comments:

Honorable Chair John Mizuno and members of the Committee,

My name is Douglas Pyle and I am testifying as an individual in strong **Support of HB 276 to ban flavoring of tobacco products.**

As a member of a Hawai'i hospital who has worked over the years on smoking policies, I know that tobacco products contain poisons that contribute to or cause serious illness and death. As a former Chaplain intern at a Hawai'i hospital I have attended the painful last moments of smoker's lives as they pass due to illness caused by addiction to tobacco products, and consoled family as they lost loved ones. Tobacco products are poisons that harm the health of all who use or are exposed to them. Flavors are added by tobacco industry to increase the appeal and to encourage new users to try them and become addicted to them. Most cynically, and despicable, is the use of flavors and packaging designed to appeal to children, as the makers of e-cigarettes and traditional cigarettes know are potential consumers of their poison product for years to come before the toll of the toxic chemicals shorten and diminish the quality of their lives.

I agree with the arguments of the coalition of health professionals and other experts among the Hawai'i Public Health Institute who also support this bill, who state: Hawai'i is already experiencing a youth vaping epidemic. **With 8 in every 10 kids starting with a flavored tobacco product**, a major way to address young people's use of tobacco products, including e-cigarettes, is to **prohibit the sale of flavors that attract youth** in the first place and discourage them from trying these products.

Please vote for this important bill, HB276, to protect children and the public health.

Sincerely, Douglas Pyle, Honolulu

HB-276

Submitted on: 2/1/2019 1:54:42 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Kaenz	Individual	Oppose	Yes

Comments:

HB-276

Submitted on: 2/1/2019 3:48:16 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Suzanne Fields	Individual	Support	No

Comments:

You **MUST** support this legislation to stop the sale of flavored tobacco products.

It is **YOUR RESPONSIBILITY** to protect our keiki. If you, as a legislator, are beholden to the tobacco industry, then you need to resign.

YOUR JOB is to protect our keiki and this bill will help us to do so.

HB-276

Submitted on: 2/1/2019 12:39:13 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Tiana Salcedo	Individual	Oppose	No

Comments:

I Oppose this bill due to its not fair. I am a former smoker and i chose to start vaping because its a more healthier lifestyle and also its safer for everyone around me. it smells so much better than tobacco. it is my CHOICE and my RIGHT

HB-276

Submitted on: 2/1/2019 1:03:55 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Koalele	Individual	Support	No

Comments:

My name is Koalele Spencer and I am a 9th grader at Kamehameha Schools Maui.

I would support the law because even though e-cigarettes have fewer chemicals than normal cigarettes it doesn't make vaping safe because Electronic Cigarettes have many harmful substances including, Nicotine, VOC (Volatile Organic Compounds), Ultrafine Particles, Cancer-Causing Chemicals, heavy metals (Nickel, Tin, Lead, etc.), and Diacetyl. Nicotine is a liquid that is colorless or yellowish and is the base ingredient in tobacco. In small doses, Nicotine is a stimulation but when in large doses it blocks the autonomic nerve and skeletal muscles. Volatile Organic Compounds are gases from either solids or liquids and contain a variety of chemicals that have either long-term or short-term effects on your health. Diacetyl is a dangerous substance used in many food products and it is rarely indicated as an ingredient. Exposure to diacetyl has been known to leave workers and consumers with lethal lung disease.

HB-276

Submitted on: 2/3/2019 6:23:58 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Lindsay uyeshiro	Individual	Oppose	No

Comments:

Our store ID's every single person who walks in to insure that there are NO under age sales. People use vaping as a healthier way to quit smoking and not everybody likes the tobacco flavor. I myself don't like it. Don't ban flavors. If you are over 22, you should be able to choose what ever you want to, not what the law wants you to.



January 29, 2019

To: The Honorable Representative John M. Mizuno, Chair
The Honorable Representative Bertrand Kobayashi, Vice Chair
Members, House Committee on Health

From: Cory Smith, VOLCANO Fine Electronic Cigarettes®
CEO and Owner

RE: HB 276 – oppose.

Thank you for the opportunity to submit testimony.

VOLCANO Fine Electronic Cigarettes® is the largest retailer & wholesaler of vapor products and vaping accessories in the State of Hawaii. We currently own and operate 15 locations statewide and employ over 110 full-time workers to support sales of our products not only here in Hawaii, but to all 50 states as well as over 30 International countries. We stand in opposition to HB 276 for the following:

- Vapor products and e-liquids contain NO tobacco, often times contain NO nicotine, and ultimately emit NO smoke when vaporized; yet **HB 276 deceptively refers to vapor products as “Electronic Smoking Devices” to mislead the public and creates a false perception of the nature of these products.** This misclassification establishes the idea that vapor products are the same as tobacco products and thus, should be viewed, controlled, and perceived the same way as traditional tobacco products. This is a complete disregard of the fact that vapor products are fundamentally different from tobacco products in every way.
- **HB 276 would decimate the Hawaiian vapor industry by banning the sale of all electronic cigarette liquids and cartridges. Every electronic cigarette available on the worldwide market is “flavored.” Because they do not contain tobacco, electronic cigarettes have no “natural tobacco” taste, or any taste for that matter, without the addition of flavorings. Even electronic cigarettes advertised as coming in “tobacco flavor” are actually just the result of the blending of several different flavorings such as vanilla, caramel and nut flavors in an attempt to mimic the flavor of tobacco. To use the language of the proposed statute, every electronic cigarette imparts to the user a “distinguishable or distinctive” aroma, or taste other than tobacco. As a result, HB 276 will act as a de facto ban of the manufacture and sale of all electronic cigarettes.**
- Even if HB 276 permitted the sale of electronic cigarettes flavored to taste like tobacco, its enactment would still ban the manufacture and sale of the vast majority of our products. **This bill would present more than just a competitive disadvantage for local suppliers**



VOLCANO®

and retailers. It would be a death knell for vapor industry in Hawaii. Local consumers will either flavor liquids themselves or purchase from out of state, causing a loss of jobs and tax revenues for the state. Similarly, we will be forced to close our stores and move all or most of our business and operations to the mainland, taking with us jobs and tax revenue that has grown every year since our founding.

- Enactment of HB 276 will deal a similar fate to our competitors in the electronic cigarette industry. Between them these businesses have likely created 1000 jobs in Hawaii. All or more of these jobs will be lost as a result of this legislation. Additionally, convenience stores and other businesses that sell vapor products will feel the impact of consumers purchasing products from the mainland.
- The baseless claims that electronic cigarettes flavors are made to attract children must be weighed against the significant evidence that electronic cigarette flavors are very popular with adult users.¹ The International Journal of Environmental Research and Public Research recently published the most expansive survey performed on the subject. We urge you to read the full text of this study, which we have attached to our testimony. Below are some highlights:
 - Researchers conducted an Internet survey of over 4,500 adult electronic cigarette consumers. The participants' average age was 40 years old. The vast majority (90%) of those surveyed were ex-smokers, with the average respondent having been cigarette-free for approximately one year.
 - Among the survey respondents, the most commonly used flavors were fruits, followed by sweets and tobacco.
 - Those electronic cigarette users who were still smoking (“dual users”) were actually more likely to use tobacco flavors than those vapers who had quit smoking.
 - On a scale of 1-5, the average score given by the respondents for the importance of flavor variability in reducing or quitting smoking was 4 (“very important”).
 - **Almost 50% of the respondents answered that a lack of flavor availability would increase their cravings for tobacco cigarettes and would decrease their chances of remaining abstinent from smoking.**
 - We have attached several articles that examine the truths about youth usage of electronic cigarettes. The articles indicate that the evidence that almost all youth who experiment with electronic cigarettes do not go on to become regular tobacco users. These experimentation rates pale in comparison to the rates of youth usage of alcohol, marijuana and tobacco products.
- **The use of flavorings in electronic cigarette liquids is one of the driving factors in helping prevent adult former smokers who switch to e-cigarettes from going back to traditional cigarettes.** Most users report that after switching to electronic cigarettes and experiencing the pleasant tastes one can enjoy with an electronic cigarette, they no longer find the taste of traditional tobacco cigarettes appealing.
- **Enactment of this bill will actually benefit Big Tobacco by eliminating their competition.** Analysts credit electronic cigarettes, not government intervention, nor traditional nicotine replacement therapy products, with causing cigarette sales to experience larger than forecasted declines in the U.S. and Europe. Regardless of the good intentions



involved, every step taken to reduce adult access to electronic cigarettes is really a step towards protecting cigarette markets.

- HB 276 exempts traditional Nicotine Replacement Therapy (NRT) products that contain nicotine even though electronic cigarettes have been shown to be a much more effective tool for helping people quit smoking and have been demonstrated to have a similar risk profile as NRT's.
 - <http://onlinelibrary.wiley.com/doi/10.1111/add.12623/abstract>
 - http://m.circ.ahajournals.org/content/130/Suppl_2/A14945.short
- **If flavors are not important in helping adult smokers switch from, or quit traditional cigarettes, why is GlaxoSmithKline's nicotine gum exempt from this bill and sold in flavors?**



It is our belief that this unjustified classification and requirements are not in the best interests of the State of Hawaii. Thank you for your time and consideration. If you have any questions, please feel free to contact me directly.

Sincerely,
Cory N. Smith
CEO & Owner
VOLCANO Fine Electronic Cigarettes®
1003 Bishop Street #1260, Honolulu, HI 96813
cory@volcanoecigs.com

Article

Impact of Flavour Variability on Electronic Cigarette Use Experience: An Internet Survey

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Received: 19 November 2013; in revised form: 11 December 2013 / Accepted: 12 December 2013 / Published: 17 December 2013

Abstract: *Background:* A major characteristic of the electronic cigarette (EC) market is the availability of a large number of different flavours. This has been criticised by the public health authorities, some of whom believe that diverse flavours will attract young users and that ECs are a gateway to smoking. At the same time, several reports in the news media mention that the main purpose of flavour marketing is to attract youngsters. The importance of flavourings and their patterns of use by EC consumers have not been adequately evaluated, therefore, the purpose of this survey was to examine and understand the impact of flavourings in the EC experience of dedicated users. *Methods:* A questionnaire was prepared and uploaded in an online survey tool. EC users were asked to participate irrespective of their current smoking status. Participants were divided according to their smoking status at the time of participation in two subgroups: former smokers and current smokers. *Results:* In total, 4,618 participants were included in the analysis, with 4,515 reporting current smoking status. The vast majority (91.1%) were former smokers, while current smokers had reduced smoking consumption from 20 to 4 cigarettes per day. Both subgroups had a median smoking history of 22 years and had been using ECs for 12 months. On average they were using three different types of liquid flavours on a regular basis, with former smokers switching between flavours more

frequently compared to current smokers; 69.2% of the former subgroup reported doing so on a daily basis or within the day. Fruit flavours were more popular at the time of participation, while tobacco flavours were more popular at initiation of EC use. On a scale from 1 (not at all important) to 5 (extremely important) participants answered that variability of flavours was “very important” (score = 4) in their effort to reduce or quit smoking. The majority reported that restricting variability will make ECs less enjoyable and more boring, while 48.5% mentioned that it would increase craving for cigarettes and 39.7% said that it would have been less likely for them to reduce or quit smoking. The number of flavours used was independently associated with smoking cessation. *Conclusions:* The results of this survey of dedicated users indicate that flavours are marketed in order to satisfy vapers’ demand. They appear to contribute to both perceived pleasure and the effort to reduce cigarette consumption or quit smoking. Due to the fact that adoption of ECs by youngsters is currently minimal, it seems that implementing regulatory restrictions to flavours could cause harm to current vapers while no public health benefits would be observed in youngsters. Therefore, flavours variability should be maintained; any potential future risk for youngsters being attracted to ECs can be sufficiently minimized by strictly prohibiting EC sales in this population group.

Keywords: electronic cigarette; flavours; smoking; tobacco; nicotine; smoking cessation; public health

1. Introduction

Cigarette smoking is considered the single most preventable cause of disease, affecting several systems in the human body and causing premature death [1]. The World Health Organisation predicts more than 1 billion deaths within the 21st century related to tobacco cigarettes [2]. Although there is overwhelming evidence for the benefits of smoking cessation [3], it is a very difficult addiction to break. Currently available nicotine replacement therapy have low long-term success rate, which may be attributed solely to psychological support [4], while oral medications are more effective [5] but are hindered by reports of adverse neuropsychiatric effects [6]. In this context, the tobacco harm reduction strategy has been developed, with a goal of providing nicotine through alternative methods in order to reduce the amount of harmful substances obtained by the user [7].

Electronic cigarettes (ECs) have been marketed in recent years as alternative to smoking products. They consist mainly of a battery and an atomiser where liquid is stored and gets evaporated by energy supplied to an electrical resistance. The liquid contains mainly propylene glycol and glycerol, with the option to include nicotine. A major characteristic of the EC liquid market is the availability of a variety of flavourings. Besides tobacco-like flavours, the consumer can choose flavours consisting of fruits, sweets, drinks and beverages and many more. The availability of so many flavours has been criticized by authorities such as the Food and Drug Administration (FDA), stating that there is a potential to attract youngsters [8]. Such a concern was probably raised by the experience with tobacco products, with studies showing that flavoured cigarettes were more appealing to young users [9]. A recent survey

of electronic cigarette users found that almost half of participants were using non-tobacco flavours [10]. However, no survey was specifically designed to detect the impact of flavourings on EC experience by users. Therefore, the purpose of this survey was to evaluate the patterns of flavourings use and determine their popularity in a sample of dedicated adult EC users.

2. Methods

A questionnaire was prepared by the research team in two languages (English and Greek) and was uploaded in an online survey tool (www.surveymonkey.com). A brief presentation of the survey was uploaded in the website of a non-profit EC advocates group (www.ecigarette-research.com) together with informed consents in English and Greek. If the participant agreed with the informed consent, he was redirected to the questionnaire in the respective language by pressing the “I agree” button. The survey was available online for 15 days. The protocol was approved by the ethics committee of our institution.

EC users of any age, irrespective of current or previous smoking status, were asked to participate to the survey. The survey was communicated in internet social media and several EC users’ forums and advocate groups worldwide. The IP address of the participants was recorded in order to remove double entries. There was an option for participants to report their email address for participation in future projects; unwillingness to report the email address was not a criterion for exclusion from the survey. Information about age, gender, country of residence and education level was requested. Past and present smoking status was asked and, based on the latter, participants were divided into two groups for the analysis: former smokers who had completely quit smoking and smokers who were still smoking after initiation of EC use. The questionnaire included questions about the type of flavours used regularly by the participants, whether the variety of flavourings was important in reducing or completely substituting smoking and defining the reasons for using multiple flavours. To assess difficulty in finding flavours of their preference at EC use initiation, the following question was asked: “Was it difficult to find the flavourings of your preference at initiation of EC use?”. The answers were scored as: 1, “not at all difficult”; 2, “slightly difficult”; 3, “difficult”; 4, “very difficult”; and 5, “extremely difficult”. To examine the importance of flavours variability in reducing or quitting smoking, the following question was asked: “Was the variability of flavourings important in your effort to reduce or completely substitute smoking?”. The answer was scored as: 1, “not at all important”; 2, “slightly important”; 3, “important”; 4, “very important”; and 5, “extremely important”.

3. Statistical Analysis

Participants were categorised into current smokers and former-smokers according to their reported status at the time of participation to the survey. Results are reported for the whole sample and for each of the subgroups. The sample size varied by variable because of missing data. In some questions, responders were allowed to choose more than one option; in these cases, each answer is presented separately and the sum of responses may exceed 100%. Kolmogorov-Smirnoff tests were performed to assess normality of distribution of variables. Continuous variables are reported as median (interquartile range [IQR]). Categorical variables are reported as number (percentage). Mann Whitney U test was used to compare continuous variables between current and former smokers, while cross tabulations with χ^2 test were used for categorical variables. Finally, a stepwise binary logistic regression analysis

was performed, with smoking status (former vs. current smoker) as the independent variable and age, gender, education level, smoking duration, number of flavourings used regularly, and EC consumption (ml liquid or number of prefilled cartomisers) as covariates. A two-tailed P value of <0.05 was considered statistically significant, and all analyses were performed with commercially available statistical software (SPSS v. 18, Chicago, IL, USA).

4. Results

4.1. Baseline Characteristics

After excluding double entries, 4,618 participants were included to the analysis, with 4,515 reporting current smoking status (current vs. former smokers). The baseline characteristics of the study group and subgroups are displayed in Table 1. More than 90% were former smokers. The mean age was 40 years, with male predominance. No difference between former and current smokers was observed in age, while more males were former smokers. The vast majority were from America and Europe, with a small proportion residing in Asia and Australia. More than half of participants were educated to the level of university/college. Smoking duration was similar between subgroups. Interestingly, former smokers reported higher daily cigarette consumption before initiation of EC use, although the difference was not statistically significant. Current smokers reported a substantial reduction in cigarette consumption, from 20 to 4 cigarettes per day. The median duration of EC use was 12 months, with higher consumption (ml liquid or number of cartridges) reported by former smokers. Higher nicotine concentration liquids were used by current smokers ($P = 0.005$). In total, 140 participants (3.0%) reported using non-nicotine liquids, 2.8% of former and 1% of current smokers ($\chi^2 = 4.5$, $P = 0.033$); 21 users of non-nicotine liquids did not mention their current smoking status. Finally, more current smokers were using first (cigarette-like) and second generation (eGo-type) devices while more former smokers were using third generation devices (also called “Mods”, variable voltage or wattage devices).

4.2. Perceptions in Relation to Flavours

Responses to questions related to flavours are displayed in Table 2. At the time of participation, most commonly used flavours were fruits, followed by sweets and tobacco. Significant differences were observed between subgroups. Characteristically, more current smokers were using tobacco flavours compared to former smokers, while more of the latter were using fruit and sweet flavours. On a regular basis, participants reported using 3 (IQR: 2–4) different types of flavours. At initiation of EC use, most popular flavours were tobacco followed by fruit and sweet flavours. The median score for difficulty to find the flavours of their preference at EC initiation was 2 (IQR: 1–3), with no difference between subgroups. Most participants (68.3%) were switching between flavours on a daily basis or within the day, with former smokers switching more frequently. More than half of the study sample mentioned that they like the variety of flavours and that the taste gets blunt from long-term use of the same flavour. The average score for importance of flavours variability in reducing or quitting smoking was 4 (“very important”). Finally, the majority of participants stated that restricting variability of flavours would make the EC experience less enjoyable while almost half of them answered that it

would increase craving for tobacco cigarettes and would make reducing or completely substituting smoking less likely.

Table 1. Baseline characteristics of the study population and subgroups.

Characteristic	Total	Former Smokers	Current Smokers	Statistic	P
Participants, n (%)	4,618	4,117 (91.2)	398 (8.8)		
English translation	4,386 (95.0)	3,915 (95.1)	369 (92.7)		
Greek translation	232 (5.0)	202 (4.9)	29 (7.3)		
Region of residence, n (%)					
America	2,220 (48.5)	2,007 (48.7)	157 (39.4)		
Asia	76 (1.7)	58 (1.4)	16 (4.0)		
Australia	80 (1.7)	75 (1.8)	4 (1.0)		
Europe	2,197 (48.0)	1,939 (47.1)	217 (54.5)		
Education, n (%)					
High school or less	1,037 (22.7)	917 (22.3)	98 (24.6)		
Technical Education	1,099 (24.1)	993 (24.1)	86 (21.6)		
University/College	2,425 (53.2)	2,170 (52.7)	206 (51.8)		
Age (years)	40 (32–49)	40 (32–49)	40 (32–49)	U = 754,278	0.624
Gender (male)	3,229 (71.8)	2,922 (72.7)	246 (62.5)	$\chi^2 = 18.0$	<0.001
Smoking duration (years)	22 (15–30)	22 (15–30)	22 (14–30)	U = 816,534	0.924
Cigarette consumption before EC use (/d)	24 (20–30)	25 (20–30)	20 (19–30)	U = 768,398	0.189
Cigarettes consumption after EC use (/d)			4 (2–6)		
EC use duration (months)	12 (6–23)	12 (6–23)	12 (5–23)	U = 790,219	0.373
EC consumption (ml or cartridges/d)	4 (3–5)	4 (3–5)	3 (2–5)	U = 677,862	<0.001
Nicotine levels in EC (mg/ml)	12 (6–18)	12 (6–18)	12 (8–18)	U = 722,563	0.005
EC devices used, n (%)					
Cigarette-like	84 (1.8)	61 (1.5)	20 (5.0)	$\chi^2 = 25.9$	<0.001
eGo-type	1,123 (24.7)	966 (23.5)	133 (33.4)	$\chi^2 = 19.5$	<0.001
“Mods” ^a	3,348 (73.5)	3,047 (74.0)	237 (59.5)	$\chi^2 = 38.3$	<0.001

Notes: Values presented as median (interquartile range) or number (percentage). Abbreviations: EC, electronic cigarette. ^a New generation devices, usually hand-made or with the ability to manually set the voltage or wattage delivery.

Table 2. Patterns of flavourings use in the study population and subgroups.

Characteristic	Total	Former Smokers	Current Smokers	Statistic	P
	Flavours used now, n (%)^a				
Tobacco	1,984 (43.9)	1,773 (43.1)	211 (53.0)	$\chi^2 = 14.6$	<0.001
Mint/menthol	1,468 (31.8)	1,339 (32.5)	129 (32.4)	$\chi^2 = 0.0$	0.964
Sweet	2,836 (61.4)	2,629 (63.9)	207 (52.0)	$\chi^2 = 21.8$	<0.001
Nuts	691 (15.0)	643 (15.6)	48 (12.1)	$\chi^2 = 3.5$	0.060
Fruits	3,203 (69.4)	2,953 (71.7)	250 (62.8)	$\chi^2 = 14.0$	<0.001
Drinks/beverages	1,699 (36.8)	1,562 (37.9)	137 (34.4)	$\chi^2 = 1.9$	0.167
Other	1,028 (22.3)	946 (23.0)	82 (20.6)	$\chi^2 = 1.2$	0.281

Table 2. Cont.

Flavours used at EC initiation, n (%) ^a					
Tobacco	3,118 (69.1)	2,846 (69.1)	272 (68.3)	$\chi^2 = 0.1$	0.746
Mint/menthol	1,086 (24.1)	1,004 (24.4)	82 (20.6)	$\chi^2 = 2.8$	0.092
Sweet	1,347 (29.8)	1,251 (30.4)	96 (24.1)	$\chi^2 = 6.8$	0.009
Nuts	203 (4.5)	186 (4.5)	17 (4.3)	$\chi^2 = 0.1$	0.821
Fruits	1,743 (38.6)	1,606 (39.0)	137 (34.4)	$\chi^2 = 3.2$	0.073
Drinks/beverages	808 (17.9)	748 (16.8)	60 (15.1)	$\chi^2 = 2.4$	0.124
Other	302 (6.7)	282 (6.8)	20 (5.0)	$\chi^2 = 1.9$	0.164
Switching between flavours, n (%)					
Daily/within the day	3,083 (68.3)	2,851 (69.2)	232 (58.3)	$\chi^2 = 20.1$	<0.001
Weekly	718 (15.9)	636 (15.4)	82 (20.6)	$\chi^2 = 7.2$	0.007
Less than weekly	465 (10.3)	412 (10.0)	53 (13.3)	$\chi^2 = 4.3$	0.038
At EC initiation, was it difficult to find the flavours of your preference? ^b	2 (1–3)	2 (1–3)	2 (1–3)	U = 760,068	0.054
Why do you feel the need to choose different flavours? n (%) ^a					
Like variety of choices	3,300 (73.1)	3,041 (73.9)	259 (65.1)	$\chi^2 = 14.3$	<0.001
They get “blunt” from long-term use	2,325 (51.5)	2,131 (51.8)	194 (48.7)	$\chi^2 = 1.3$	0.250
Other reasons	342 (7.6)	318 (7.7)	24 (6)	$\chi^2 = 1.5$	0.223
Was flavours variability important in reducing/quitting smoking? ^b	4 (3–5)	4 (3–5)	4 (3–5)	U = 731,547	0.455
How would your experience with EC change if flavours variability was limited? n (%) ^a					
Less enjoyable	3,111 (68.9)	2,886 (70.1)	225 (56.5)	$\chi^2 = 31.2$	<0.001
More boring	2,063 (45.7)	1,901 (46.2)	236 (40.7)	$\chi^2 = 4.4$	0.036
Increase craving for cigarettes	2,188 (48.5)	1,982 (48.1)	206 (51.8)	$\chi^2 = 1.9$	0.168
Less likely to reduce or quit smoking	1,793 (39.7)	1,617 (39.3)	176 (44.2)	$\chi^2 = 3.7$	0.054
No difference	285 (6.3)	253 (6.1)	32 (8.0)	$\chi^2 = 2.2$	0.138

Notes: Values presented as median (interquartile range) or number (percentage). Abbreviations: EC, electronic cigarette. ^a Participants were allowed to choose more than one answers. ^b Score reported (see text for details).

Binary logistic regression analysis showed that male gender ($B = 0.373$, $P = 0.001$), EC consumption ($B = 0.046$, $P = 0.044$) and number of flavours regularly used ($B = 0.089$, $P = 0.038$) were associated with complete smoking abstinence in this population of dedicated long-term vapers, while age, education level and smoking duration were not associated with smoking abstinence.

5. Discussion

This is the first survey that specifically focused on the issue of flavours and their impact in EC use. A substantial number of dedicated EC consumers participated; they reported that flavours play an important role in their EC use experience and in reducing cigarette consumption and craving, while the number of flavours regularly used was independently associated with complete smoking abstinence in this population.

The availability of a variety of flavours has been a controversial issue since the initial appearance of ECs to the market. Most companies offer a variety of flavours, from those resembling tobacco to a large

number commonly used in the food industry. Public health authorities have raised concerns about this issue, and several statements have been released suggesting flavours could attract youngsters [8,11,12]. Such concerns are probably rooted back to the marketing of the tobacco industry for flavoured tobacco cigarettes. Internal industry documents and published surveys indicated that flavoured tobacco products are more appealing to youngsters and may be a gateway to maintaining smoking as a long term habit, while use by adults was quite low [13–16]. This is the main reason why the FDA decided to implement a ban on characteristic flavours in tobacco cigarettes [17]. It was expected that such concerns would be raised for ECs, although current vapers are overwhelmingly adults. Anecdotal evidence from EC consumers' internet forums and results from surveys [10] have shown that different flavours are very popular among dedicated users. The results of this survey confirm previous observations by finding that dedicated users switch between flavours frequently and the variability of flavours plays an important role both in reducing cigarette craving and in perceived pleasure. Moreover, the number of flavours used was associated with smoking cessation. Therefore, flavour variability is needed to support the demand by current vapers, who are in their vast majority adults. This survey also indicated that there is a switch in flavour preference of EC consumers; tobacco is the preferred flavour when initiating EC use, probably because smokers are used to this flavour and feel the need to use something that resembles their experience from smoking. However, different choices are made as time of use progresses. This may be a way to distract them from the tobacco flavour in order to reduce smoking craving; alternatively, it could indicate that they just don't need the tobacco flavour any more, but feel the desire to experiment with new flavours. In some cases, tobacco flavour may even become unpleasant, especially in those who have completely quit smoking. The improvement in olfactory and gustatory senses in these people can lead to both more pleasure perceived from different flavours and an aversion to tobacco flavour (in a similar way that it is unpleasant for a non-smoker); the latter has been reported in EC consumers' forums (<http://www.e-cigarette-forum.com/forum/polls/209041-do-you-vape-tobacco-flavors.html>). Such a phenomenon may contribute to lower relapse to smoking and may prevent the EC from being a gateway to smoking; however, this should be specifically studied before making any conclusions. Finally, the issue of taste buds "tolerance", which is anecdotally mentioned by vapers, was reported by almost half of the sample as a reason to switch between flavours, although it is most probably a type of olfactory rather than gustatory tolerance.

Besides information on the use of flavourings, this survey provides information on other issues related to EC use. A small minority of participants were using first generation cigarette-like devices. This has been observed in other surveys [10]. There was a higher prevalence of third-generation devices used in the subgroup of former smokers compared to current smokers. Such devices have the ability to provide higher energy to the atomiser, thus producing more vapour and delivering more pleasure to the user [18,19]. Until now, two randomised studies evaluating the efficacy of EC use in smoking cessation have used first-generation cigarette-like devices [20,21]. It is possible that newer generation devices may be more effective in substituting smoking, and this should be evaluated in future studies. Additionally, former smokers were using lower nicotine-concentration liquids compared to current smokers. It has been observed from previous studies that EC users who have completely substituted smoking try to gradually reduce their nicotine use [18]. Despite that, only 2.8% of former smokers were using 0-nicotine liquids at the time of survey participation, indicating that nicotine is

important in smoking abstinence and that EC consumers remain long-term nicotine users. However, the possibility that several vapers may quit EC use shortly after switching to non-nicotine liquids cannot be excluded; such users would not participate to this survey, therefore overestimating the significance of nicotine on EC use. Finally, we observed a male predominance in participation to this survey, which is in line with previous studies [10,18]. In this survey, males were more likely to have completely quit smoking. Further studies are needed to explore this phenomenon and define whether females are less successful in smoking cessation with EC use, are less motivated long-term users or use ECs in the short term as smoking substitutes.

There are some limitations applicable to this study. The survey was announced and promoted in popular EC websites. Therefore, it is expected that dedicated users with positive experience with ECs would mainly participate, and the high proportion of former smokers confirms this. However, it is important to evaluate the patterns of use in smokers who have successfully quit smoking, since this can provide health officials with information on how to educate smokers into using ECs, especially during the initial period of use. Although a significant proportion stated that flavours play a major role in reducing or quitting smoking, this study was not designed to evaluate whether variability of flavours may promote smoking cessation in the general population; moreover our sample is not representative of the general population of smokers, who are generally less educated compared to the population evaluated here [22]. This should be evaluated in a randomised study. Finally, although the fact that flavours are important for existing EC users provides sufficient explanation for their current marketing, it does not exclude the possibility that they may also attract youngsters. However, currently available evidence indicates that regular use of ECs by non-smoking adults or youngsters is very limited [23–25]; thus, any restriction of flavours for the reason of protecting youngsters is currently not substantiated by evidence and no public health benefit would be derived. On the contrary, such a measure could have a negative impact and cause harm in current vapers, who are reporting that they enjoy flavours and that restrictions would make smoking reduction or cessation more difficult and would increase cigarette craving. Therefore, it would be more realistic and valuable to promote restrictions to the use of ECs by youngsters and to properly inform the public that ECs should be used only by smokers as a method to reduce cigarette consumption or completely substitute smoking.

6. Conclusions

The results of this survey indicate that EC liquid flavourings play a major role in the overall experience of dedicated users and support the hypothesis that they are important contributors in reducing or eliminating smoking consumption. This should be considered by the health authorities; based on the current minimal adoption of ECs by youngsters, it is reasonable to support that any proposed regulation should ensure that flavourings are available to EC consumers while at the same time restrictions to the use by youngsters (especially non-smokers) should be imposed in order to avoid future penetration of EC use to this population.

Acknowledgements

We would like to thank E-Cigarette Research Advocates Group for promoting the survey in their website (www.ecigarette-research.com). This is a non-profit group of electronic cigarette users with no

relation to the electronic cigarette or other industry. The website does not promote or present any electronic cigarette product and do not accept any advertisements. The sole purpose of the group is to inform about research conducted on electronic cigarettes. Konstantinos E. Farsalinos has been allowed to present studies and post comments concerning electronic cigarette research on this website, without providing or receiving any form of payment. We would also like to thank all other websites and internet forums for promoting the survey and encouraging electronic cigarette users to participate. None of the websites promoting the survey had any access to the data collected from participants. No funding was received for this study.

Conflicts of Interest

The authors declare no conflict of interest.

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E-Cigarettes May Not Be Gateway to Smoking: Study

It found few teens go on to smoke cigarettes, use other kinds of tobacco after 'vaping'



By [Brenda Goodman](#)
HealthDay Reporter

TUESDAY, Oct. 29, 2013 (HealthDay News) -- E-cigarettes don't appear to entice teens to try smoking tobacco, a new study says.

The researchers noted that doesn't mean that e-cigarettes are risk-free, but it should reassure parents that teens who try the devices may simply be doing so for the novelty and aren't necessarily setting themselves up for a lifetime of nicotine addiction.

Last month, the U.S. Centers for Disease Control and Prevention warned that "vaping," or inhaling the nicotine vapors from e-cigarettes, might be a dangerous new fad that could set teens up for smoking.

In just one year, the number of kids in grades six through 12 who said they'd ever tried an e-cigarette more than doubled, rising from 3.3 percent to 6.8 percent. Among the 2.1 percent who said they were current e-cigarette users, more than three-quarters said they also smoked regular cigarettes.

Given that overlap, many health experts worried that e-cigarettes might be acting like a gateway drug, sucking kids more deeply into nicotine addiction, and law officials urged the U.S. Food and Drug Administration to regulate e-cigarettes as tobacco products.

The new study suggests that may not be the case.

Researchers surveyed 1,300 college students about their tobacco and nicotine use. The average age of study participants was 19.

"We asked what the first tobacco product they ever tried was and what their current tobacco use looked like," said researcher Theodore Wagener, an assistant professor of general and community pediatrics at the University of Oklahoma Health Sciences Center, in Oklahoma City.

Overall, 43 students said their first nicotine product was an e-cigarette. Of that group, only one person said they went on to smoke regular cigarettes. And the vast majority who started with e-cigarettes said they weren't currently using any nicotine or tobacco.

"It didn't seem as though it really proved to be a gateway to anything," said Wagener, who presented his findings at a meeting of the American Association for Cancer Research, in National Harbor, Md.

Study findings presented at medical conferences are considered preliminary since they haven't been carefully reviewed by outside experts for publication in a medical journal.

E-cigarettes, which use a heating element to vaporize a liquid nicotine solution, are relatively easy for teens to purchase.

While federal rules block the sale of regular cigarettes to anyone under age 18, there are currently no such rules for e-cigarettes. About half of states prohibit the sale of e-cigarettes to minors, but they can also be bought online.

The devices are advertised on TV and popular YouTube videos. They come in sweet flavors that appeal to teens like green apple, watermelon and bubble gum.

"The use of these products is increasing dramatically," while little is known about the risks, said Scott Leischow, who co-leads the cancer prevention and control program at the Mayo

HealthDay Video

Young girls may face special risks from secondhand smoke.

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Clinic in Scottsdale, Ariz.

"It seems like we're in the midst of a national experiment," he said during a Tuesday news conference.

Wagener agreed. He said that most teens and adults who use e-cigarettes seem to be using them to stop smoking or at least to reduce the harm from smoking tobacco.

But he says that parents should be sure to let kids know that e-cigarettes still carry some risk.

"I think parents should be vigilant and talk to their kids and let them know that this not a 100-percent safe product. It's not water vapor. It's nicotine. It has carcinogens in it," he said.

"It might be less than regular cigarettes, but at the end of the day, they're still putting something that has carcinogens and toxins into their system," Wagener said.

More information

For information on electronic cigarettes, head to the [U.S. Food and Drug Administration](#).

SOURCES: Theodore Wagener, Ph.D., assistant professor, general and community pediatrics, University of Oklahoma Health Sciences Center, Oklahoma City; Scott Leischow, co-leader, cancer prevention and control program, Mayo Clinic, Scottsdale, Ariz.; Oct. 29, 2013, press briefing, American Association for Cancer Research conference, National Harbor, Md.

Last Updated: Oct 30, 2013

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The Rest of the Story: Tobacco News Analysis and Commentary

...Providing the whole story behind tobacco news.

Monday, September 09, 2013

Electronic Cigarette Experimentation Increases Among Youth, But Use Among Nonsmokers Remains Low and Regular Use Rates are Still Unknown

The Centers for Disease Control and Prevention (CDC) [reported](#) last week that the prevalence of youth in grades 6-12 who have experimented with electronic cigarettes in the past month increased from 1.1% in 2011 to 2.1% in 2012. Among middle school students, the prevalence of past month use increased from 0.6% to 1.1%. Among high school students, past-month use increased from 1.5% to 2.8%.

Based on these results, CDC Director Dr. Thomas Frieden [proclaimed](#): "The increased use of e-cigarettes by teens is deeply troubling....Nicotine is a highly addictive drug. Many teens who start with e-cigarettes may be condemned to struggling with a lifelong addiction to nicotine and conventional cigarettes."

In [response](#) to the CDC report, Connecticut Attorney General Richard Blumenthal stated as follows: "'Electronic cigarettes as marketed today – with flavors like bubblegum and strawberry – are targeted at young people with the very clear intent of creating a new generation of smokers. Without question, tobacco companies are using the same despicable tactics with e-cigarettes that they used in previous decades with traditional cigarettes to lure youth down a path of nicotine addiction and eventual death."

Senator Markey [responded](#): "'These e-cigarettes are a gateway to tobacco use by children and teens and should not be marketed to youth."

The Rest of the Story

The alarm calls being made by public health officials and politicians are premature. And their conclusions are unsupported by these data.

In no way do these data support the hypothesis that electronic cigarettes are a "gateway to tobacco use" by children and teens as Senator Markey claims. And there is no evidence provided that electronic cigarettes are being "targeted at young people with the very clear intent of creating a new generation of smokers" as Attorney General Blumenthal claims.

It is not at all surprising that youth smokers might experiment with electronic cigarettes. To the extent that these youth are able to switch over to electronic cigarettes, they are most likely reducing their long-term prospects of becoming cigarette smoking addicts. The danger is if **nonsmoking** youth start using these products and then end up becoming addicted to nicotine, causing them to transition to cigarette smoking.

But what do the CDC data tell us about whether the kids experimenting with e-cigarettes are smokers or nonsmokers?

Among youth who experimented with electronic cigarettes in 2012, the overwhelming majority - 90.6% - were smokers. Only about one in ten of the youths who experimented with electronic cigarettes were never smokers. And among the high school students who tried electronic cigarettes, only 7.2% were never smokers. Thus, it is quite clear that the overwhelming majority of the experimentation that is occurring among youth is happening among youth **who already smoke cigarettes**. This is not necessarily a bad thing, on its own, if it can reduce the chances of these youths becoming lifelong cigarette addicts.

The proportion of nonsmoking youth who experimented with e-cigarettes in the past 30 days remains small:

- Overall, only 0.5% of youth were nonsmokers using e-cigarettes in the past 30 days;
- Among middle school students, only 0.4% were nonsmokers using e-cigarettes in the past 30 days; and
- Among high school students, only 0.5% were nonsmokers using e-cigarettes in the past 30 days.

There are three other important points that make up the rest of the story.

1. The survey measured experimentation, but not regular e-cigarette use.

It is not surprising that about 2% of youth would try electronic cigarettes. But the important issue is what percentage of these youth enjoy them enough to become regular users? The CDC survey measured past month use (which is essentially experimentation), but it did not assess daily use, or anything close to regular use. So what we end up with is a measure of experimentation, but no idea of whether youth are actually taking up this behavior and becoming regular vapers.

2. The survey found no evidence that e-cigarettes are a gateway to smoking.

In contrast to the alarming statements of the politicians and the CDC director (who was talking more like a politician), the survey provided no evidence whatsoever that electronic cigarettes are serving as a gateway to cigarette use. Not a single case was documented in which a nonsmoking youth began using electronic cigarettes, became addicted to nicotine, and then went on to become a regular cigarette smoker. So we're still in the realm of unsubstantiated claims.

3. The low rates of youth nonsmoker use of e-cigarettes in light of the high rates of experimentation with e-cigarettes among youth suggest that e-cigarettes are not currently a major problem that is creating a gateway to increased cigarette addiction.

Given that the rate of experimentation with electronic cigarettes is as high as 10% among high school students, the finding that only 0.5% of high school students are nonsmoking, current electronic cigarette users is actually somewhat reassuring. It suggests that this behavior has not caught on among nonsmokers -- at least not yet.

4. Neither this study, nor other evidence, supports the assertion that electronic cigarettes are being marketed with the intention of recruiting youth and/or creating new cigarette smokers from those youth.

It is difficult to refute a statement for which there is no evidence presented in support. Attorney General Blumenthal claims that electronic cigarettes "are targeted at young people with the very clear intent of creating a new generation of smokers." However, he provides not a shred of evidence to support this outcontention. Perhaps in political circles, that flies. But in science, it does not. I cannot make a statement like that with providing at least some supporting evidence.

In fact, the existing evidence refutes Blumenthal's contention, because the clear intention of electronic cigarette marketers is to sell as many electronic cigarettes as they can, not as many cigarettes as they can. In fact, of the more than 250 companies now on the general market, only one even sells cigarettes in the first place. Blumenthal's assertion, therefore, is not only unsubstantiated, but preposterous.

Summary

The rest of the story is that both health leaders and politicians (perhaps being one in the same) are using these data to make false and exaggerated claims that have no basis in science. There is no evidence that regular electronic cigarette use is becoming a substantial problem among youth nonsmokers and there remains no evidence that electronic cigarettes have become a gateway to cigarette addiction. There is also no evidence that these products are being marketed with the intention of turning youth into new cigarette smokers.

Nevertheless, I am in no way arguing here that regulation is not needed. Just the opposite. The FDA needs to step in and do everything it reasonably can to ensure that electronic cigarettes do not become popular among youth, and especially that they do not become a gateway to nicotine addiction and cigarette use.

- [Michael Siegel](#)

Dr. Siegel is a Professor in the Department of Community Health Sciences, Boston University School of Public Health. He has 25 years of experience in the field of tobacco control. He previously spent two years working at the Office on Smoking and Health at CDC, where he conducted research on secondhand smoke and cigarette advertising. He has published nearly 70 papers related to tobacco. He testified in the landmark Engle lawsuit against the tobacco companies, which resulted in an unprecedented \$145 billion verdict against the industry. He teaches social and behavioral sciences, mass communication and public health, and public health advocacy in the Masters of Public Health program.

The Rest of the Story: Tobacco News Analysis and Commentary

...Providing the whole story behind tobacco news.

Thursday, October 31, 2013

First Study to Examine E-Cigarette Gateway Hypothesis Can Find Only One Nonsmoker Who Initiated with E-Cigs and Went on to Smoke

In the first [study](#) to examine the hypothesis that electronic cigarettes are a gateway for youth to become addicted to cigarettes, Dr. Ted Wagener from the University of Oklahoma Health Sciences Center reports being able to find only one young person who initiated nicotine use with e-cigarettes and then went on to smoke cigarettes, out of a sample of 1,300 college students.

The study has not yet been published, but it was presented Tuesday at the annual meeting of the American Association for Cancer Research in Washington, D.C.

According to Brenda Goodman's *HealthDay* [article](#) summarizing the study: "E-cigarettes don't appear to entice teens to try smoking tobacco, a new study says. ... Last month, the U.S. Centers for Disease Control and Prevention warned that "vaping," or inhaling the nicotine vapors from e-cigarettes, might be a dangerous new fad that could set teens up for smoking. In just one year, the number of kids in grades six through 12 who said they'd ever tried an e-cigarette more than doubled, rising from 3.3 percent to 6.8 percent. Among the 2.1 percent who said they were current e-cigarette users, more than three-quarters said they also smoked regular cigarettes. Given that overlap, many health experts worried that e-cigarettes might be acting like a gateway drug, sucking kids more deeply into nicotine addiction, and law officials urged the U.S. Food and Drug Administration to regulate e-cigarettes as tobacco products."

"The new study suggests that may not be the case. Researchers surveyed 1,300 college students about their tobacco and nicotine use. The average age of study participants was 19. "We asked what the first tobacco product they ever tried was and what their current tobacco use looked like," said researcher Theodore Wagener, an assistant professor of general and community pediatrics at the University of Oklahoma Health Sciences Center, in Oklahoma City. Overall, 43 students said their first nicotine product was an e-cigarette. Of that group, only one person said they went on to smoke regular cigarettes. And the vast majority who started with e-cigarettes said they weren't currently using any nicotine or tobacco."

"It didn't seem as though it really proved to be a gateway to anything," said Wagener, who presented his findings at a meeting of the American Association for Cancer Research, in National Harbor, Md."

The Rest of the Story

This study provides preliminary evidence that electronic cigarettes are not currently serving as a major

gateway to cigarette smoking. Of course, more studies of this nature, as well as longitudinal studies, are necessary to firmly answer this question. And importantly, this only reflects the current situation and things can change at any time. It is important that we remain vigilant and closely monitor youth electronic cigarette use over time.

I should also make it clear that in no way am I arguing that sales and marketing restrictions are not needed. In fact, I am hoping that the FDA will promulgate regulations that do strictly regulate the sale and marketing of electronic cigarettes to youth.

What this evidence does highlight is how unfortunate it was that CDC Director Dr. Thomas Frieden disseminated to the public a [conclusion](#) about this research question, telling the public that we already know the answer and that electronic cigarettes are a gateway to tobacco addiction. Dr. Frieden stated that: "*many kids are starting out with e-cigarettes and then going on to smoke conventional cigarettes.*"

Unfortunately, this premature speculation (or conclusion, as the above statement does not seem to be speculative) led to widespread media dissemination to the public of the news that electronic cigarettes are a gateway to tobacco addiction. These articles are already having an effect on policy makers throughout the country.

In a *Forbes* magazine online [column](#) today, Jacob Sullum explains how many tobacco control advocates, including Dr. Frieden, "jumped all over CDC survey data indicating that the percentage of teenagers who have tried e-cigarettes doubled (from 3.3 percent to 6.8 percent) between 2011 and 2012." Sullum writes: "'Many teens who start with e-cigarettes may be condemned to struggling with a lifelong addiction to nicotine and conventional cigarettes,' CDC Director Tom Frieden [worried](#). But the survey data [the CDC data] provided no evidence that e-cigarettes are a gateway to the conventional kind, and a new study [the Wagener study] casts further doubt on that hypothesis."

The issue of whether electronic cigarettes serve as a gateway to youth tobacco addiction is a very serious one. It should not be taken lightly. If these products lead to increased cigarette smoking among youth then this harm would offset the benefits of enhanced smoking cessation and electronic cigarettes would no longer have net public health benefits. So this is a crucial research question.

But I emphasize that it is a "question." It does a disservice to the public to draw pre-determined conclusions, as Dr. Frieden did in telling the public that we already have the answer: kids **are** starting out with e-cigarettes and going on to smoke conventional cigarettes.

Our public policies must be science-based. But when one draws pre-determined conclusions, rather than rely on the scientific evidence, this does not lead to evidence-based policies. My fear is that because of a strong pre-existing ideology against electronic cigarettes because they simulate the physical actions of smoking, tobacco control groups are drawing conclusions based on ideology rather than on science.

- [Michael Siegel](#)

Dr. Siegel is a Professor in the Department of Community Health Sciences, Boston University School of Public Health. He has 25 years of experience in the field of tobacco control. He

previously spent two years working at the Office on Smoking and Health at CDC, where he conducted research on secondhand smoke and cigarette advertising. He has published nearly 70 papers related to tobacco. He testified in the landmark Engle lawsuit against the tobacco companies, which resulted in an unprecedented \$145 billion verdict against the industry. He teaches social and behavioral sciences, mass communication and public health, and public health advocacy in the Masters of Public Health program.

The Rest of the Story: Tobacco News Analysis and Commentary

...Providing the whole story behind tobacco news.

Friday, December 06, 2013

CDC is Exaggerating the Problem of Electronic Cigarette Use Among Non-Tobacco Users

Previously, I [discussed](#) a CDC [study](#) which found a doubling of the prevalence of current electronic cigarette use among youth from 2011 to 2012. This report has been used to alarm the public and policy makers about the hazards of electronic cigarettes, with the CDC director claiming that these data demonstrate that e-cigarettes are serving as a gateway to a lifetime of youth addiction to smoking.

In my previous analysis, I pointed out that the CDC has been consistently leaving out an important part of the story: despite the doubling of electronic cigarette use, most of the current use is taking place among adolescents who already smoke cigarettes. The real concern would be if non-tobacco users were trying electronic cigarettes, becoming addicted to nicotine, and then progressing to cigarette smoking.

The Rest of the Story

Today, I report that the CDC's misrepresentation of its study results goes even deeper. Dr. Brad Rodu, Professor of Medicine at the University of Louisville, has [revealed](#) that the CDC has left out even more critical information.

In its report, the CDC noted that in 2012, 76.3% of middle and high school students who used e-cigarettes in the past month were smokers. Thus, 23.7% of students who currently used e-cigarettes were nonsmokers. However, Dr. Rodu's own analysis of the National Youth Tobacco Survey for 2012 shows that of these nonsmokers, more than half were actually using other tobacco products, such as smokeless tobacco or cigars. And of the remaining half who were not using other tobacco products, about half of that group had already experimented with smoking.

Thus, only 10.8% of electronic cigarette users were non-tobacco users with no previous tobacco cigarette use.

This means that the estimated prevalence of youth in the population who are current e-cigarette users but have never used tobacco products is only 0.25%.

This does not mean that the possibility of youth starting with e-cigarettes and progressing to smoking should not be a concern. What it does mean is that the CDC appears more interested in promoting a particular position on e-cigarettes than in providing the public with the facts.

There is little evidence regarding why youth are using electronic cigarettes. It is possible, for

example, that many youth who are smokers or other tobacco product users may be trying electronic cigarettes in an effort to quit their tobacco use. If this is the case, then experimentation with electronic cigarettes could actually have a net benefit among youth. I emphasize that this is merely a hypothetical possibility. But the point is that we don't understand the reasons behind electronic cigarette use among youth. It does us no good to draw conclusions, as the CDC has done, without the proper evidence.

Dr. Rodu concludes: "CDC director Tom Frieden may wish to use his position as a bully pulpit to oppose e-cigarette use, but abusing the facts is inexcusable."

I agree, but would change the end of the sentence to emphasize that **not providing the relevant facts** is inexcusable.

To be sure, the issue of electronic cigarettes is a complex one, especially as it relates to youth experimentation with these products and how that changes the overall cost-benefit picture. There is room for debate on the issue and it actually helps ensure appropriate policy to have folks who force us to remain vigilant about the possibility that electronic cigarettes could serve as a gateway to established smoking. However, it does not do us a service for public health organizations to hide relevant facts from the public in order to promote a pre-established position. The best and most appropriate policy will come from a full consideration of the facts, not from the hiding of the facts.

- [Michael Siegel](#)

Dr. Siegel is a Professor in the Department of Community Health Sciences, Boston University School of Public Health. He has 25 years of experience in the field of tobacco control. He previously spent two years working at the Office on Smoking and Health at CDC, where he conducted research on secondhand smoke and cigarette advertising. He has published nearly 70 papers related to tobacco. He testified in the landmark Engle lawsuit against the tobacco companies, which resulted in an unprecedented \$145 billion verdict against the industry. He teaches social and behavioral sciences, mass communication and public health, and public health advocacy in the Masters of Public Health program.

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E-cigarettes: Healthy tool or gateway device?

By **Jen Christensen**, CNN

updated 12:46 PM EST, Thu February 6, 2014

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Are e-cigarettes bad for your health?

STORY HIGHLIGHTS

Smoking is still the leading cause of avoidable death in the United States

E-cigarettes are being used by more people as a nicotine alternative

Opponents worry e-cigarettes are being marketed to kids, who may be hooked for life

(CNN) -- If the tiny sample of smokers in a [new study in the British journal Lancet](#) are any indication, electronic cigarettes might be slightly more effective than nicotine patches in helping people quit smoking.

Great, right? [Except another new study](#) from the Centers for Disease Control and Prevention suggests more children and teens are trying them.

The implications of both these studies means electronic cigarettes have been getting a lot of attention lately. Just what e-cigarettes are and what role they should play in helping people quit smoking depends very much on who you speak with about this topic.

Smoking is still the leading cause of avoidable death in the United States. The devices are not one of the FDA-approved methods to help people quit, but many people are using them this way. A growing number of scientists are studying them to see whether they may be a way to end an epidemic.

The topic, though, remains as polarizing a health issue as [sex education](#) or [diet sodas](#).

An e-what?

The e-cigarette was actually developed by a pharmacist in China.

The [pharmacist, Hon Lik](#), was a three-pack-a-day smoker. That was nothing unusual -- more than **300 million** people in China are regular smokers. But when Lik's father, who was also a heavy smoker, died

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of lung cancer, Lik decided he had to come up with an alternative that wouldn't kill him.

Most scientists believe nicotine itself, while highly addictive, is not what causes [cancer for smokers](#) or for the people around them who breathe their second-hand smoke. Instead, it's the toxic chemicals that are created when tobacco and filler products burn that are dangerous.

If there was a way to get nicotine addicts their fix without the burn, you just might avoid the health problems. Nicotine then becomes as harmless as any other addictive substance, such as caffeine, some experts say.

So Lik developed an e-cigarette -- a device that uses a small battery to atomize a pure liquid solution of nicotine. Nothing is burned. There is no ash. There is no smoke. There is nicotine, and then there is flavoring added for taste.

Essentially the person using these inhales a kind of vapor that looks like fog from a fog machine. A [recent review](#) of all the scientific research done on e-cigarettes by Drexel University professor [Igor Burstyn](#) concludes "current data do not indicate that exposures to vapors from contaminants in electronic cigarettes warrant a concern."

In plain language, Burstyn concludes: "It's about as harmless as you can get."

"I wouldn't worry at all if someone was smoking one of these by my kids," Burstyn said. "From a pure health perspective, these are not as bad as a cigarette."

E-cigarettes came to the U.S. market around 2009. The CDC now estimates about one in five American smokers have tried an e-cigarette -- that's about [6% of all adults](#).

There are e-cigarette stores, but now you can also buy them online or in convenience stores. Some look like regular cigarettes; some look like pens or thumb drives.

First you buy a starter kit, which costs between \$40 and \$130. In the kit is the e-cigarette, a charger and a few cartridges. The cartridges typically last as long as a 20-pack of cigarettes and sell for around \$10. You can also buy a bottle of e-liquid to refill the cartridge yourself.

The anti-e-cigarette camp

Critics point out e-cigarettes come in kid-friendly flavors such as [gummy bear](#), [atomic fireball candy](#) and [cookies and cream](#). It makes them worry that e-cigarettes will become a gateway to encourage kids to develop a lifelong nicotine addiction -- or worse, try the real thing.

Only about 20 states specifically forbid the sale of e-cigarettes to children.

Tobacco use has been on the decline with kids; it's about half what it was in the [mid-1990s](#). But the latest [CDC study](#) shows a growing number of middle and high school students have tried e-cigarettes.

One in 10 high school students surveyed said they had tried e-cigarettes last year. That's double the number from 2011. One [high school](#) in Connecticut banned them after the principal said administrators dealt with at least one incident involving e-cigarettes every day.

CDC director Tom Frieden characterized this trend as "[deeply troubling](#)."

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But as far as risky behavior goes, it's still a tiny fraction of students. The survey showed about 3% of these kids said they had used one in the last 30 days. [By contrast](#), 39% of students said they drank some amount of alcohol in the past 30 days, 22% binge drank and 24% rode with a driver who had been drinking.

The real problem is that 88% of adult smokers who smoke daily said they started when they were kids, according to the CDC. Kids who start down the path to using e-cigarettes may stick with them for life.

"So much is unknown about them and what the long-term complications could be with their use," said the American Lung Association's Erika Sward. "Bottom line, we don't know what the consequences of using them are, and we are very troubled that kids would find them attractive."

E-cigarettes are unregulated in the United States; no laws make manufacturers tell you what you are actually inhaling. The unknown is one of the many qualities of e-cigarettes that the [American Lung Association](#) doesn't like.

It's "a complete unregulated Wild West," Sward said. She wants the FDA to move quickly with regulatory oversight, which she says would make manufacturers disclose what the actual ingredients are in each of the 250 or so brands available.

In 2009, a [FDA test](#) on a small number of e-cigarette samples found "detectable levels of known carcinogens and toxic chemicals to which users could potentially be exposed." They found diethylene glycol in one cartridge at a 1% level; this is an ingredient used in antifreeze and can be toxic to humans in large quantities. Diethylene glycol is also found in some dental products and in some pharmaceuticals.

After that study, the FDA banned the sale of e-cigarettes. They warned e-cigarette smokers that they were inhaling "toxic" and "harmful" chemicals. However, in [2010](#), a court ruled that "the FDA had cited no evidence to show that electronic cigarettes harmed anyone," and stores could go on selling them.

The early e-adopters

On the other side of the debate are the passionate supporters of e-cigarettes. Many who use them say it is the first thing that has helped them stop using cigarettes -- something more than 90% of smokers fail to do with any of the existing FDA-approved methods. There are blogs and message boards dedicated to them. And there are countless impassioned testimonials from the people who use them.

Florida resident Craig Lashley says they've changed his life.

"I got tired of being like that little kid in 'Peanuts' who had the cloud of smoke following him all the time," Lashley said. "I didn't like the way I smelled when I smoked, and I didn't like what smoking said about me, especially to kids."

He discovered the e-cigarette about a year ago and hasn't smoked a regular cigarette since.

He says he smells better, feels better and spends a lot less -- about \$10 a week on e-cigarettes. He used to spend about \$45 a week on regular cigarettes.

"I like the feel of blowing smoke," Lashley said. "It seems to me like (e-cigarettes are) a healthier alternative."

A growing number of respected physicians and scientists agree, and they say these products could end a major health problem.

"Electronic cigarettes and other nicotine-containing devices offer

massive potential to improve public health, by providing smokers with a much safer alternative to tobacco," the [Royal College of Physicians](#) says. "They need to be widely available and affordable to smokers."

The latest study, published in the British journal the Lancet, examined whether people who used them as an alternative to smoking would abstain from using regular cigarettes.

The New Zealand authors studied the behavior of 657 people who were trying to quit. One group got nicotine patches, another got nicotine e-cigarettes and others got placebo e-cigarettes without the nicotine.

Over a period of six months, only a tiny fraction of the people in the study actually quit smoking.

People using the nicotine e-cigarettes quit at a slightly better rate compared with those using the patch, though. Some 7.3% using the e-cigarettes abstained from smoking traditional cigarettes compared with the 5.8% who stopped with the patch. About 4.1% stopped with just the placebo e-cigarettes.

It was such a small number of people who quit that the authors concluded "more research is urgently needed to clearly establish their overall benefits and harms at both individual and population levels."

[Dr. Michael Siegel](#), a physician who has spent the past couple decades working on tobacco control initiatives, has been surprised by the negative reaction to e-cigarettes from so many people in the public health sector. Siegel says [the studies he's done](#) have shown e-cigarettes are a help.

"True we don't know the long-term health effect of e-cigarettes, but there's a very good likelihood that smokers are going to get lung cancer if they don't quit smoking," he said. "If they can switch to these and quit smoking traditional cigarettes, why condemn them?"

Siegel theorizes the e-cigarettes might look too much like smoking.

"It's ironic the very thing that makes them so effective ... drives the anti-smoking groups crazy. But what makes them so effective is it mimics the physical behaviors smokers have, which is something the patch can't do."

Siegel does believe there is an urgent need for more regulations.

Ray Story, founder of the [Tobacco Vapor Electronic Cigarette Association](#), agrees. He says his association has also pushed for age verification legislation.

"When you have these companies trying to promote these as something they are not, and you have stores that sell them in the candy aisle, you are going to have a problem," Story said. "If they are officially categorized as a tobacco product, you get an automatic age verification put in place."

"Nicotine is addictive, and we want the federal government to create guidelines and a structure that will confine these to being sold as adult products."

Lashley says no matter what the debate, he will continue to spread the e-cigarette gospel to his fellow adults.

So far, his co-workers have been receptive to the idea. He used to be the only one with an e-cigarette on smoke breaks. Now he says he's got more than a dozen colleagues doing the same.

One colleague, though, complained about it.

"He said 'I'm sick of all these people smoking electronic cigarettes,'" Lashley said. "When I asked him why he said, 'Simple, now I can't bum any off of them.' "

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**MichiganDodie3695** • 5 months ago

Even if kids did get hooked on e-cigs, and I am not saying that they should ever try them, but atleast it wouldn't cause the damage real cigarettes do. I'm relatively young, 25, but have smoked for 8-9 years and am not proud of it. It's something I wish I didn't do. It's very hard to quit. I can't stand to see people getting p*ssed over something that's helping others to quit smoking, making a mountain out of a mole hill.

233 | 2 • Reply • Share >

**getbackjack** → MichiganDodie3695 • 5 months ago

i smoked for about 33yrs when i came across a site called ecig reviews, i chose V2 and have been using them for a couple years now, maybe i'll quit someday but right now i am not coughing anymore, i don't stink anymore, i don't get dirty looks anymore (except from people whose faces are just naturally like that) and i'm not breathing in carcinogens, i feel way better and still get my nicotine, which keeps me calm. i hope these aren't banned because of a bunch of do-gooders who think they have the right to run everybody's life.

59 | • Reply • Share >

**Douglas Dixon** → getbackjack • 4 months ago

I also started with V2 e-cigs, and quit completely within a week!!! Its been about a year and a half now. So 'getbackjack' YOU ARE ON THE RIGHT PATH! Thank you for your comments. Please check out CASSA!

3 | • Reply • Share >

**Richard Thethird** → getbackjack • 5 months ago

The only reason it "keeps you calm" is that you are addicted to it and your body starts screaming out for it after levels in your body have decreased enough. Imagine if you had never started; you'd be calm all the time, without drugs!

7 | 13 • Reply • Share >

**getbackjack** → Richard Thethird • 5 months ago

i think i pretty much figured that out over the course of my life, but thanks for the input

32 | • Reply • Share >

**Bob Jones** → Richard Thethird • 5 months ago

yeah someone smoking for 33 years... probably hadnt figured that out yet... thaaaaaaaaaaaaaanks

19 | 1 • Reply • Share >

**Kuros** → Richard Thethird • 5 months ago

Thanks special agent Dick Hindsight.

10 | • Reply • Share >

**Jerk Face** → Richard Thethird • 5 months ago

Yeah, Dick, but he did start, and is using e-cigs to "stop coughing" and to "stop breathing in carcinogens". It's not easy to stop smoking...kind of like it's not easy for you to not be such a m0r0nic l05er.

Richard the third.....pleeeeeeeaseee....what do you think you're royalty? You probably drive a 1977 chevy nova you Dbag.

7 | • Reply • Share >

**jpmc1025** → Richard Thethird • 5 months ago



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LATE

**TESTIMONY OF TINA YAMAKI
PRESIDENT
RETAIL MERCHANTS OF HAWAII
February 5, 2019**

Re: HB 276 Relating to Health

Good morning Chairperson Mizuno and members of the House Committee on Health. I am Tina Yamaki, President of the Retail Merchants of Hawaii and I appreciate this opportunity to testify.

The Retail Merchants of Hawaii (RMH) as founded in 1901 and is a statewide, not for profit trade organization committed to the growth and development of the retail industry in Hawaii. The retail industry is one of the largest employers in the state, employing 25% of the labor force.

We OPPOSE HB 276 Relating to Health that would ban the sale of flavored tobacco products. This bill would essentially ban all electronic vapor products and e-liquids, compel people to purchase these goods online or try to make it themselves and essentially force many small local businesses who sells these items to shut down, thus leaving many of our family, friends and neighbors out of work.

Currently Hawaii has a law in place that states that it is unlawful for a person under the age of 21 years to purchase electronic vaping devices, e-liquids and tobacco products. However adults that are 21 and older are able to purchase these items and enjoy them like menthol cigarettes or an electronic vaping device with their favorite flavored e-liquid.

Furthermore, every electronic vaping device and e-liquid available worldwide is "flavored." Because they do not contain tobacco, electronic vaping devices has no "natural tobacco" taste, or any taste for that matter, without the addition of flavorings. These flavored e-liquids are enjoyed by many adults.

In addition, vapor products and e-liquids are NOT the same as a tobacco product. Electronic vaping devices contains NO tobacco and NO smoke is emitted when vaporized. The New England Journal of Medicine published an article this week that found that electronic vaping devices were nearly twice as effective as conventional nicotine replacement products, like patches and gum, for quitting smoking. The study was conducted in Britain and funded by the National Institute for Health Research and Cancer Research UK.

Mahalo again for this opportunity to testify.

HB-276

Submitted on: 2/3/2019 1:56:45 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
JamesDustin Ling	Individual	Oppose	No

Comments:

I oppose HB276. I smoked cigarettes for 7 years, I was smoking about 2-3 packs a day at one point. I did move to vaping and quit smoking using a tobacco flavored product, but I continued to have the urge to have a "real" cigarette due to always tasting the tobacco flavor. Once I switched over to something that didnt remind me of having a cigarette I was able to stop having cravings for a cigarette and able to move on with my healthier life. There have been many studies showing that people have quit using vape even fruity flavored vapes, they like the taste they like the smell, overall they are happy they are able to step away from all the harmful carcinogens they intake with they smoke a cigarette. If this bill passes we will be spending a magnitude of tax dollars to enforce a solution that wont fix the reason they even proposed it. As a adult I should have the right to choose what flavor I taste when I vape, Let us not blame vape or a flavor of vape on poor guardianship, the problem is not the vape or the type of flavor.

If this bill comes to pass we will be hurting the future of our islands by taking away something that allowed a huge percentage of the world quit smoking cigarettes. I oppose HB276.

HB-276

Submitted on: 2/2/2019 5:04:09 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Kaipo Keohuhu-Paaluhi Jr	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/2/2019 6:14:50 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Misty Clark	Individual	Oppose	No

Comments:

LATE

Date: February 4, 2019

To: The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

From: Members of the University of Hawaii Student Health Advisory Council

Re: Strong Support for HB276, Relating to Flavored Tobacco Products

Hrg: Tuesday, February 5, 2019 at 9:00 am at Conference Room 329

Thank you for the opportunity to submit testimony in **SUPPORT** of HB276, which bans the sale of flavored tobacco products, effective 1/1/2020.

The Student Health Advisory Council has played a pivotal role in the development and implementation of health policies and tobacco education on the UH System campuses. In 2015, the Student Health Advisory Council actively supported the passing of the law prohibiting the sale of all tobacco products to anyone under the age of 21. In 2018, the Student Health Advisory Committee also actively supported passing the law prohibiting the use of tobacco products on all 10 UH campuses and university-owned facilities. We remain deeply committed to the mission of reducing the use of tobacco products, including electronic smoking devices, among adolescents and young adults.

Electronic cigarettes are now the most commonly used form of tobacco among youth in the United States, surpassing conventional tobacco products, including cigarettes, cigars, chewing tobacco, and hookahs. According to the Centers for Disease Control and Prevention, e-cigarette use among adolescents has increased considerably, growing an astounding 900% among high school students from 2011 to 2015. The sale of candy-like flavored tobacco products entices minors to start using these harmful products which may cause addiction and can damage the developing adolescent brain. The banning of flavored tobacco products is an imperative next step in tobacco control, if we are committed to protecting the health of adolescents and young adults in Hawaii.

On behalf of the Student Health Advisory Council, mahalo for your support for HB 276.

HB-276

Submitted on: 2/3/2019 9:33:13 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Kayla	Individual	Oppose	No

Comments:

HB-276

Submitted on: 2/3/2019 3:28:18 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
mary santa maria	Individual	Support	No

Comments:

Esteemed Representatives,

I strongly support the passage of HB 276, to ban the sale in Hawaii of flavored electronic smoking device fluids. The nicotine in the fluid is highly addictive, and is unhealthy for growing bodies and brains. As a Public Health Educator for Hawaii State Department of Health for over 25 years, and now as a volunteer for several coalitions, I have seen the startling growth of use of ESDs in our high school and middle school students. The flavors make the young people and their parents think that the fluids are harmless. THE FLUIDS ARE NOT HARMLESS. Please ban all flavors including menthol for nicotine products.

Mahalo

Mary Santa Maria M.S., M.P.H.

Makawao, Hawaii, 96768



February 2, 2019

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Health Committee

Hawaii State House of Representatives

Chair John M. Mizuno

Vice Chair Bertrand Kobayashi

Members Della Au Belatti, Calvin K.Y. Say, Nadine K. Nakamura, James Kunane Tokioka, Joy A. San Buenaventura, and Gene Ward

**STRONG SUPPORT FOR
HB 276 RELATING TO FLAVORED TOBACCO PRODUCTS**

Aloha Chair Mizuno, Vice Chair Kobayashi and Committee Members,

The undersigned are members of the Friends of Kamalani and Lydgate Park Beach Cleanup Team, and we would like to register our strong support for HB 276.

We collaborated with appointed and elected officials to designate portions of Lydgate Beach Park as the County of Kauai's first tobacco-free park, and we believe in advancing the health and wellness of our youth by protecting them from becoming tobacco product addicts.

Flavoring tobacco products—especially but not limited to vaping compounds—is a pernicious practice clearly intended to assure tobacco industry profits by addicting children to nicotine. The detrimental long-term public health effects of tobacco use and nicotine addiction are established science.

As members of the Health Committee, please fulfill your allegiance to the people of Hawaii and advance House Bill 276 as written and without dilution. It is your responsibility to protect our youths' health, not to assure the tobacco industry's and tobacco retailers' profits at the expense of assured life-long health degradation and quality of life impairments.

Sincerely,

Tommy A. Noyes

Tommy A. Noyes
General Coordinator
The Friends of Kamalani and Lydgate Park

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Cholee Lyjak
James

ange
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c/o YWCA of Kauai • 3094 Elua Street • Lihue, HI 96766 • (808) 245-5959

Angarons

Alvi Carlson

Chair Mizuno, vice chair Kobayashi and members of the Health committee

My name is Scott Stensrud and I'm from Kapolei. I'm here in strong support of HB276.

I've spent most of my 28 year years here in Hawaii as a professional and volunteer working with youth. Since they can't speak for themselves, as they are in school, I'm here to speak on their behalf.

The tobacco industry has a long history of targeting youth, they know that 90% of current tobacco users started before the age of 18. They also know that flavors hook kids. 81% of youth who ever have used a tobacco product report having started with a flavored product. In 2009 most combustible cigarette flavors were banned, back then they never imagined e-cigarettes would become an epidemic with youth in large part due to the flavors, now estimated to be more than 15,500 and counting. With flavors like Hawaiian Punch, Hawaiian Sweet roll, Slamin Snow Cone and Hawaiian POG they are not only obviously targeting kids but they are targeting keiki in Hawaii!

By ending the sale and distribution of flavored tobacco in Hawaii our youth have a much better chance at remaining tobacco free and withstanding the millions of dollars the tobacco industry spends to attract them. In addition a 2018 study showed that more than 3 out of every 4 youth- (78%) flavored e-cigarette users said that they would not use an e-cigarette if it was not available in a flavored form (eg, candy, fruit, mint/menthol, etc.) Source: Harrell et al. Page 3 Tob Regul Sci. Author manuscript; available in PMC 2018 April 01.

While some adults claim to have used candy flavored e-cigarettes to stop smoking I'd like to end by paraphrase Brian King from the CDC, who spoke at a recent conference in Hawaii:

The health risks for youth addicted to nicotine in the numbers we are seeing for their generation far outweighs any potential health benefits of adults using ESDs vs cigarettes. So even if there is some health benefit for adults who are able to make that switch, which is not proven, it doesn't matter if so many kids are now addicted who would never have smoked cigarettes in the first place. Adults will still have access to non-flavored products if they choose. And when it comes to flavored vs non-flavored products, studies have shown it matters far less to adults than to youth.

I strongly support HB276. The health of our Keiki depends on it.

Thank you
Scott Stensrud

HB-276

Submitted on: 2/3/2019 8:07:37 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Teri A Matsumura	Individual	Support	No

Comments:

To whom this may concern,

I am in favor of this bill.

Thanks,

Teri A. Matsumura

HB-276

Submitted on: 2/3/2019 10:32:47 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Tuan Pham	Individual	Support	No

Comments:

To the Honorable Committee on Health:

I am writing on behalf as a pediatric oral health provider and most importantly as a concerned citizen regarding the “vaping” and electronic smoking epidemic that is threatening our keikis in our community. As a community we must make swift efforts to stop the distribution and increase regulations of e-cigarettes. The American Academy of Pediatric Dentistry (AAPD) reports that: “Studies have shown that exposure to nicotine has a deleterious effect on the brain of children and adolescents.^{1,12} The Centers for Disease Control and Prevention stated in 2013 that over 1.78 million students in middle and high school reported trying e-cigarettes” The doses of nicotine in one 5 mL vial can be more than double to lethal dose of children.

The following are the guidelines from the AAPD:

Recognizes the potential hazards associated with the use of e-cigarettes as a form of nicotine delivery system. • Encourages all members to educate patients, parents, and guardians on the health consequences of e-cigarettes and other forms of nicotine delivery systems. • Encourages the enactment of FDA regulations on e-cigarette distribution including, but not limited to, prohibiting sales to children under 18, banning the child-friendly flavoring of e-cigarettes, and limiting the use for smoking cessation purposes. • Encourages that all e-cigarette solutions be required to be sold in childproof packaging to prevent poisoning of children. • Supports more studies being done on the effects of the secondhand vapors and the compounds produced from e-cigarettes. • Supports that e-cigarettes be included in the nonsmoking laws in restaurants and public places. • Supports national, state, and local legislation that bans the sale of e-cigarettes to children and eliminates advertising and/or promotion of e-cigarettes that appeals to or influences children, adolescents, or special groups. • Opposes the use of all forms of unregulated nicotine delivery systems, such as tobacco lozenges, nicotine water, nicotine

Sincerely,

Tuan Pham, DDS

American Association of Pediatric Dentistry Member

American Dental Association Member

Hawaii Dental Association Member

Petition to Submit Testimony in Support of HB276

Petition summary and background:	As Registered Dental Hygienists in the state of Hawaii, we are concerned that electronic smoking device (ESD) use among youth in Hawaii has reached epidemic levels. The toxic combination of nicotine and enticing flavors have made ESD use a preferred choice when compared to other tobacco products (ex. cigarettes). As oral health educators, it is our duty to inform our patients of the risks caused by smoking/vaping tobacco products (oral cancer, periodontal disease, tooth loss). We can avoid future nicotine addiction of our youth by addressing the problem now.
Action petitioned for:	We, the undersigned, are concerned citizens who urge our leaders to act now to SUPPORT HB276 and ban the sale of flavored tobacco products in an effort to stop this addicting behavior for the sake of our youth.

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HB-276

Submitted on: 2/4/2019 8:35:59 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Diane Brucato	Individual	Support	No

Comments:

2/2/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

I am a pediatrician with more than 29 years of experience treating the children of Hawaii, mostly on the Waianae Coast.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Cristeta Ancog
Aiea, HI 96701

2/3/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

As an educator I see the first hand effects of misrepresentation by these products. We as the adults in our community must do better to support our keiki's health.

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Benjamin Callahan
Makawao, HI 96768

2/2/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes. How can we stand by while we let them entice our kids in this manner??

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Miranda Camp
Kihei, HI 96753

2/3/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

As a high school student, I see the harm e-cigarettes is doing to the students around me, with a handful of my friends being addicted to vaping and many more youth being affected by this same drug at my small school. Candy flavored vaping liquid tempted them to start when they were much younger, and now they're seeing a future of nicotine addiction. I can't let more young kids get addicted to it like how my friends have.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Christine Davis
Kihei, HI 96753

2/1/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would END the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product.

I personally experienced this with my own teen becoming addicted to nicotine as a result of vaping at school.

Kids are being introduced as early as elementary and middle school.

It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids.

With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

My child did not understand the dangers because flavors and packaging was so appealing. Once she was aware of the dangers, she was already hooked and now struggles with addiction at just 16.

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine.

The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction.

My teen is not even out of high school and could suffer a lifetime of long term issues because of flavored tobacco.

I strongly support HB276 and ask you to pass this out of committee.

The future of our children depend on this.

Thank you!!

Mahalo,
Regina Floyd
Kapaa, HI 96746

2/1/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

The nefarious tobacco industry is nothing more than a gang of drug pushers, targeting children for long-term addiction to ensure they continue to profit from the sickness, both mental and physical that is the result of this deadly addiction. Notice that ecigs are the ultimate gateway drug.

Consider this from a recent study: Among never smokers, 58 percent of kids who used flavored vapes said they intended to start smoking traditional cigarettes, compared to 47 percent of kids who used non-flavored vapes and 20 percent of those who did not vape at all, as reported in Pediatrics

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Ann Freed
Mililani, HI 96789

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

As a student I use the city bus. I would always encounter students vaping in the stops and I would avoid them. There was this one time I avoided a student vaping by covering my nose and mouth. A bus driver noticed me avoiding and confronted me saying "It's only vaping. It's not harmful." I couldn't take the fact that adults would encourage our kids to vape and that they are blinded of the harmful effects vaping offers. It's because they think it's just "juices" like those apple juice children drinks. But it's more than that. It's targeting our kids and the adults are supporting it. That's why I'm here, to share my voice and let my peers see that they are being targeted and how it's important to know the consequences they may face if they continue to let the tobacco industry and the adults tell them that it's "safe".

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Jhanella Shayne Gerardo
Waipahu, HI 96797

2/1/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

There is NO DOUBT that manufacturers of flavored nicotine are targeting youth. They want life-long nicotine addicted customers. I heard a presentation by the CDC saying it's like this ----- the advertising brings the horse to the water. ----the flavors make the horse drink ---- the nicotine keeps the horse coming back. Adults don't vape "Birthday cupcake" "Crème Brulee" or "Rainbow sprinkle" flavored nicotine. We have to keep the horse away from the water --- and not tempted to drink from flavored water --- and certainly keep the horse from coming back for more and more until they are so addicted to nicotine they are a life-long customer. Help stop the teen vaping epidemic in Hawaii!!!

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

Mahalo,
Linda Kim
Honolulu, HI 97817

2/3/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

My name is Sage Kovach I go to kalama intermediate. I think vaping is bad because it can ruin your lungs. Also you can go to jail. I am writing this so other students don't vape.

Mahalo,
Sage Kovach
Makawao, HI 96768

2/1/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. I see this as an educator on the campus of the University of Hawai'i, where the number of students walking the campus while vaping is still increasing rapidly (and despite the campus permission having ended last year.)

While the circumstances on the campus may warrant your attention otherwise, those circumstances are simply the downstream impacts of the youth vaping epidemic. And studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Mark Levin
Honolulu, HI 96822

2/1/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

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We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Sincerely,
Ashley Menor
menor.ashley@yahoo.com
Waipahu, HI 96797

2/3/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

As a pediatrician and medical director of the Kapi'olani Smokefree Families Program, I strongly support HB276, which prohibits the sale or distribution of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

The American Academy of Pediatrics has strongly supported elimination of flavored tobacco products, including menthol. These products have been shown to be disproportionately used by young people, especially teenagers, as the menthol and other flavors make it easier to start using tobacco and nicotine.

These products are targeted towards our keiki with flavors such as cherry, raspberry, citrus, vanilla, chocolate, mint, and pineapple. The tobacco corporations have intentionally included menthol, which provides a soothing, cooling effect and is often seen in cough drops. Low doses of menthol in tobacco can reduce the painful and irritating effects on the lining of the nose, mouth, and airways, which allows smokers to inhale more easily. This makes it much easier for young people to initiate tobacco use.

Once young people are addicted to nicotine, it is extremely difficult to quit. By eliminating these products from Hawaii, we have the chance to improve the health of many, especially of our keiki.

On behalf of the keiki and young people of Hawaii, I urge you to pass HB276.

Mahalo for your consideration and support of this important measure.

Sincerely,
Bryan Mih, MD, MPH, FAAP
Pediatrician
Honolulu, HI 96822

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

At my school, the new hype is trying all the different flavors of e-liquids. If someone has a new or exotic flavor, everyone wants to try it. Plus, the candy-like names are not very helpful either. Youth who are in their “experimenting age” will more likely try something if it sounds interesting. The tobacco industry is targeting youth because why else would they use child-catered names? Once the experimental youth try these new flavors and enjoys it, there's no way to stop them because they're already addicted. In my high school (Maui High School), the higher the nicotine in vape liquid, the “cooler” you are. If tobacco companies stopped using flavored liquids, I truly believe that the use of vapes among youth will surely decrease. Youth won't want to use something that taste nasty. By getting rid of flavored e-liquid, you're helping the future generations get rid of addictions and unhealthy habits.

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Alissa Okada
Kahului, HI 96732

2/1/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

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We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Sincerely,
Marion G. Poirier, M.A.,R.N.
Mililani, HI 96789

2/3/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I am a student at a school where vaping is a problem. I strongly believe that many of my peers are being influenced by the flavors of these e-liquids to try them. I hate to see kids like me hurting their bodies for no reason. I would love to put an end to this problem

Mahalo,
Ian Smith
Makawao, HI 96768

2/2/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I STRONGLY SUPPORT HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Colby Takeda
Mililani, HI 96789

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Tobacco companies now control or own nearly 100% of electronic nicotine delivery devices. It is not their ultimate goal to help smokers quit, although they will pay it lip service; the real intent is to addict our young people. The flavors are designed and selected to lure children.

Nicotine is highly addictive. It also influences cellular growth and function. Our youngsters are inhaling nicotine at a very vulnerable time in their lives, when the respiratory tract and the brain are at a critical point of development.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Elizabeth Tam
Honolulu, HI 96816

2/2/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

Aloha.

Please strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Tobacco by itself (containing nicotine) has bad effects -- even organically grown product with only water added such as manufactured into American Spirit brand cigarettes. But additives such as flavors in cigarettes and vaping products have been shown to be extremely toxic to the human body!

Hawai'i has a youth vaping epidemic. Eight in 10 kids start with a flavored tobacco product. Sweet e-liquid flavors are used to hook kids. These products are being irresponsibly marketed by targeting children with flavors like Fruit Hoops, Sour Straws, and Cookie Monsta.

Menthol cigarettes also are a popular "starter product" (to start the addiction), as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community.

Please end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction.

I strongly support HB276 and ask you to pass this out of committee. MAHALO.

Mahalo,
Dr D Worden
Kamuela, HI 96743

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

Aloha my name is Kaden Andres and I am an 8th grader at CKMS on Kauai. I also love to run track.

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Flavored tobacco is bad because the vape juice looks and smells like candy. kids won't know it not candy and they will try it without knowing it also has nicotine.

Thank you for this opportunity to testify,

Mahalo,
Kaden Andres

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

Aloha, my name is Raintea Ibaan-Manintin and I am in the 7th grade at Chiefess Kamakahelei Middle School.

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

I support this bill because I don't want to die young and I don't want other people to die and kids to drink e-juice and die.

I urge the committee to pass HB 276

Thank you for this opportunity to testify.

Mahalo,
Raiatea Ibaan-Manintin

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

Aloha, my name is Janessa and I am an 8th grader at Chiefess Kamakahelei Middle School on Kauai.

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

I am testifying on this bill because over 3.6 million youth under 18 years old are vaping. also, the toxic combination of enticing flavors and nicotine are getting underaged people hooked. Also, underaged people vaping increased 78% from 2017-2018.

I urge the committee to pass HB 276

Thank you for this opportunity to testify.

Mahalo,
Janessa Ramirez

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

Aloha, my name is Blake-Lee Estacio and I am in the 8th grade at Chiefess Kamakahelei Middle School on Kauai.

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

I support this bill because over 3.6 million youth under the age of 18 are vaping. The youth vaping rates are increased by a shocking 78% from 2017-18. Younger kids are interested into tobacco because of the sweet flavoring for the devices which leads to addiction.

I urge the committee to pass HB 276

Thank you for this opportunity to testify.

Mahalo,
Blake-Lee Estacio

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

Aloha, my name is Keilee and I am in the 8th grade at Chiefess Kamakahelei Middle School on Kauai.

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

I support this bill because a lot of younger kids are interested in tobacco because of the sweet flavoring for the devices, which leads to addiction. Kids wh vape now could stop their brain from developing because we are not fully developed yet. I don't want my brain to be underdeveloped so I don't want nicotine, it will make you addicted!

I urge the committee to pass HB 276

Thank you for this opportunity to testify.

Mahalo,
Leilee Salud

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

Aloha, my name is Makoa and I am in the 8th grade at Chiefess Kamakahelei Middle School on Kauai.

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

I support this bill because flavored tobacco products affect our health by destroying our parts of our body (lungs, gums, etc.). Flavored tobacco products affect the younger generation to a product that has nicotine in it, these products have fun names like, "blue razberry, sour straws, and cookie monsta", to mask the fact that these products have nicotine.

I urge the committee to pass HB 276

Thank you for this opportunity to testify.

Mahalo,
Makoa Berton-Villaflor

2/4/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

Aloha, my name is Marcus Gambeng and I am in the 8th grade at Chiefess Kamakahelei Middle School on Kauai.

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

I support this bill because it will help people to stop smoking cigs and help kids to stop vaping because they both contain nicotine. finally, I no like the nicotine because I don't want to die young. I want to live my life, but the flavors make people want to smoke because they want the flavor.

I urge the committee to pass HB 276

Thank you for this opportunity to testify.

Mahalo,
Marcus Gambeng

2/3/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

It's also critical to include menthol cigarettes in the flavored tobacco ban. Menthol cigarettes are a popular starter product, as it has cooling properties that mask the harshness of tobacco smoke and nicotine. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the Native Hawaiian community, and has led to health disparities.

We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Melanie Adualo
Kaneohe, HI 96744

2/3/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

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We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Cherie Andrade
Kailua, HI 96734

2/2/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

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Mahalo,
Stephanie Austin
Haiku, HI 96708

2/4/2019

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Mahalo,
Helen Barrow
Makawao, HI 96768

2/1/2019

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Mahalo,
Lurline Bettencourt
Kapaa, HI 96746

2/1/2019

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Mahalo,
Patricia Blair
Kailua, HI 96734

2/3/2019

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Mahalo,
Daniel Britson
Kula, HI 96790

2/1/2019

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Mahalo,
Bev Brody
Kilauea, HI 96754

2/1/2019

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Mahalo,
Lee Buenconsejo-Lum
Kaneohe, HI 96744

2/1/2019

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Mahalo,
Annalise Busekrus
Kailua, HI 96734

2/3/2019

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Mahalo,
Haley Callahan
Makawao, HI 96768

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Mahalo,
Toni Carvalho
Kamuela, HI 96743

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Mahalo,
Nichole Chaffin
Hilo, HI 96720

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Mahalo,
Shay Chan Hodges
Haiku, HI 96708

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Miriam Chang
Kaneohe, HI 96744

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Mahalo,
Camille Chong
Honolulu, HI 96826

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Mahalo,
Richelle Concepcion
Honolulu, HI 96818

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Mahalo,
John Craven
Haiku, HI 96705

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Mahalo,
Sophia Davis
Kihei, HI 96753

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Mahalo,
Anuschka De aguiar
Kihei, HI 96753

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Mikela De Aguiar
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Mahalo,
Courtney DeConto
Waianae, HI 96792

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Robert Dircks
Hilo, HI 96720

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Mahalo,
Tracie Kalena Kay Domingo
Waipahu, HI 96797

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We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
normand dufresne
Pahoa, HI 96778

2/2/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

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Mahalo,
Noelani Eldredge
Kahului, HI 96732

2/1/2019

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Mahalo,
May Fan
Honolulu, HI 96813

2/1/2019

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Mahalo,
Cherisse Fernandez
Kahului, HI 96732

2/3/2019

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Mahalo,
Shelley Fey
Honolulu, HI 96821

2/1/2019

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Mahalo,
Patricia Fleck
Kailua Kona, HI 96740

2/2/2019

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Mahalo,
Christine Fukui
Honolulu, HI 96821

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Mahalo,
Tanya Gabriel
Kihei, HI 96753

2/2/2019

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Mahalo,
Jaynina Gomes
Wailuku, HI 96793

2/2/2019

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Mahalo,
Terence Gomez
Kahului, HI 96732

2/2/2019

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Mahalo,
Michelle Gray
Honolulu, HI 96825

2/3/2019

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Mahalo,
David Haas
Kapaa, HI 96746

2/1/2019

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Mahalo,
Paul Ho
Honolulu, HI 96814

2/1/2019

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Mahalo,
Kim Holokai
Wailuku, HI 96793

2/1/2019

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Mahalo,
Tenaya Jackman
Honolulu, HI 96815

2/4/2019

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Mahalo,
Marie Janiszewski
Kula, HI 96790

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Mahalo,
Joseph Keawe'aimoku Kaholokula
Honolulu, HI 96813

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Mahalo,
Sheryl Keliipio
Kapaa, HI 96746

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Mahalo,
Michael Kellar
Honolulu, HI 96821

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Joseph Kohn
Wailuku, HI 96793

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Mahalo,
David Kovach
Makawao, HI 96768

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Mahalo,
Kevin Kovach
Haiku, HI 96708

2/2/2019

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Mahalo,
Mae Kyono
Honolulu, HI 96826

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Mahalo,
Christopher La Chica
Mililani, HI 96789

2/2/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

I strongly support HB276, which would end the sale of flavored tobacco products, including flavored e-liquids and menthol cigarettes.

Hawai'i is already experiencing a youth vaping epidemic. Studies have shown that 8 in 10 kids start with a flavored tobacco product. It's no coincidence that the rise in youth vaping has coincided with an explosion of sweet e-liquid flavors used to hook kids. With more than 15,500 flavors, these products are being irresponsibly marketed – who is the industry really targeting with flavors like Fruit Hoops, Sour Straws, or Cookie Monsta?

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We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Alysa Lavoie
Honaunau, HI 96726

2/4/2019

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Mahalo,
Ryan Lehman
Makawao, HI 96768

2/1/2019

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Mahalo,
Angelina Mercado
Honolulu, HI 96819

2/1/2019

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Mahalo,
Erica Meyer-Agonoy
Wailuku, HI 96793

2/1/2019

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Mahalo,
MARIA MORENO-CHOW
Kailua, HI 96734

2/2/2019

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Mahalo,
Shantelle Morgan
Lahaina, HI 96761

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Mahalo,
Jean Morris
Lihue, HI 96766

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Mahalo,
Lisa Morrison
Wailuku, HI 96793

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Mahalo,
Amy Muleh
Makawao, HI 96768

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Mahalo,
Hojung Nam
Kihei, HI 96753

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Mahalo,
Diane Neubert
N San Juan, CA 95960

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Mahalo,
Michele Nihipali
Hauula, HI 96717

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Mahalo,
Barbara Nosaka
Honolulu, HI 96822

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Mahalo,
Jayson O'Donnell
Honolulu, HI 96815

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Mahalo,
Shelly Ogata
Kurtistown, HI 96760

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Mahalo,
Kaiyle Okada
Kahului, HI 96732

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Lihue, HI 96766

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Mariah Pricella Quibol
Waipahu, HI 96797

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Mahalo,
Mealani Rahmer
Pahoa, HI 96778

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Kristie Roach-Holmes
Kailua Kona, HI 96740

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Kaneohe, HI 96744

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Zachariah Royalty
Kapolei, HI 96709

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We must end the sale of candy-flavored tobacco to protect our youth from a lifetime of addiction. I strongly support HB276 and ask you to pass this out of committee.

Mahalo,
Clifford Russell
Lahaina, HI 96761

2/3/2019

RE: Strong Support of HB276, Relating to Flavored Tobacco Products

The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

Hrg: February 5, 2019 at 9:05 AM at Capitol Room 329

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Mahalo,
Jenta Russell
Kula, HI 96790

2/3/2019

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Mahalo,
Sean Russell
Mountain View, CA 94041

2/3/2019

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Mahalo,
Christopher Santiago
Kihei, HI 96753

2/1/2019

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Mahalo,
Anne Scharnhorst
Wailuku, HI 96732

2/2/2019

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Mahalo,
Traci Schmitt
Wailuku, HI 96793

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Mahalo,
Allison Seales
Honolulu, HI 96817

2/2/2019

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Mahalo,
Aysia Takabuki
Wailuku, HI 96793

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Mahalo,
Brent Tamamoto
Aiea, HI 96701

2/1/2019

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Mahalo,
Alan Trinh
Hilo, HI 96720

2/3/2019

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Mahalo,
Karen Walker
Kihei, HI 96753

2/3/2019

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Kihei, HI 96753

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Mahalo,
Lyn Wandell
Anahola, HI 96706

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Mahalo,
David Whitney
Kula, HI 96790

2/4/2019

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Mahalo,
Emma Whitney
Kula, HI 96790

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Mahalo,
Kahiau Wong
Wailuku, HI 96793

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Mahalo,
Cameron Woods
Aiea, HI 96701

HB-276

Submitted on: 2/4/2019 10:56:30 AM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Kelly Miyamoto	Individual	Support	No

Comments:

Representative John M. Mizuno, Chair

Representative Bertrand Kobayashi, Vice Chair

Committee on Health

From: Kelly Miyamoto (Private citizen)

February 5, 2019 at 9:05 am

SUPPORT for HB 276 Relating to Flavored Tobacco Products

As a private citizen, I FULLY SUPPORT HB 276 and I am asking for your support in return. As a mother of two, I feel it is our duty as parents to protect our keiki from the known effects of nicotine addiction. My father started smoking cigarettes as a young kid and he smoked for over 50 years. This industry targets young children with these enticing flavored e-liquids used with ESDs. Hawaii is already seeing an epidemic of young children using ESDs. We must intervene and stop these billion-dollar companies from exploiting our children to enhance their insatiable need for increased revenue. We must remember that young children look to adults for direction. We must stand together to protect them and educate them on the deleterious effects of nicotine addiction. I humbly ask for your support for HB 276. Thank you very much.

From: [Valentino Miranda-kepa](#)
To: [HLTtestimony](#)
Subject: I write you in STRONG OPPOSITION to HB276
Date: Monday, February 4, 2019 9:14:58 AM

Dear Chair Mizuno & House Committee on Health,

I am writing in STRONG OPPOSITION to HB276.

Any regulation of flavors should occur at the federal level - Congress empowered FDA to establish tobacco product standards such as restricting flavors only if FDA determines that such action would be appropriate for the protection of the public health based on science and evidence.

Potential Harm Reduction Should Be Considered - E-vapor category is relatively new, some public health and tobacco control researchers have reached the preliminary conclusion that e-vapor products may present a compelling risk reduction opportunity compared to combustible cigarettes. Mitch Zeller, Director of the Center for Tobacco Products at FDA, along with many scientific experts, has recognized the promise tobacco harm reduction and potentially reduced risk products may hold for public health. In a recent letter to the World Health Organization, 53 global experts on nicotine policy stated that policies that are excessively restrictive or burdensome on lower risk products can have the unintended consequence of protecting cigarettes from competition from less hazardous alternatives and cause harm as a result. In a recent survey of 4,618 e-vapor consumers, almost half of participants said that a lack of variety of flavors would make reducing or completely switching from smoking cigarettes less likely.

Approximately 90% of adult e-vapor consumers report using flavored products.⁹ Hawaii should respect the preferences of adult consumers to use flavored products, especially when they could play a role in reducing tobacco-related harm. We believe regulators and legislators should tailor public policies to reflect the uniqueness of this category, including the fact that these products emit vapor, not smoke.

A ban on characterizing flavors could contribute to the growth of the “Do-It-Yourself” DIY involves purchasing separately, and then mixing, liquid nicotine, propylene glycol, glycerin, and flavors to make an e-liquid for an open device. Details on how to mix flavors and liquid nicotine are readily available online. Materials for DIY – some of which are of unknown quality and origin – are inexpensive and widely available. FDA has not yet explored issues raised by the separate sale, and home-mixing, of nicotine and flavorings.

21 Age Restriction Already in Place. Hawaii already has put a 21 and older ban on sales of vapor products in place. Kids should not use any nicotine product and access to such products, including those with characterizing flavors. No manufacturer should use children’s cartoons or youth-oriented candy trademarks to market their products. When its rulemaking is final, FDA will have comprehensive authority over the sale and marketing of all tobacco and tobacco-derived nicotine products. This authority includes the ability to take further action as required to prevent illegal underage purchase.

This ban would essential destroy the vapor industry as all flavors - even the “natural tobacco flavor” mentioned in the bill are the results of flavoring. This means all vapor products would be illegal if this bill passes. I am sure this is not what you meant to do with this bill, and its result would mean the lose of my business and creation of a black market and increased

online sales of unregulated products.

Thank you for considering this testimony.

Aloha,
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This ban would essential destroy the vapor industry as all flavors - even the “natural tobacco flavor” mentioned in the bill are the results of flavoring. This means all vapor products would be illegal if this bill passes. I am sure this is not what you meant to do with this bill, and its result would mean the lose of my business and creation of a black market and increased

online sales of unregulated products.

Thank you for considering this testimony.

Aloha,
Valentino Miranda-Kepa

Date: February 4, 2019

To: The Honorable John M. Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health

From: Members of the Mid-Pacific Institute Do What You Love Service Club

Re: Strong Support for HB276, Relating to Flavored Tobacco Products

Hrg: Tuesday, February 5, 2019 at 9:00 am at Conference Room 329

Thank you for the opportunity to submit testimony in **SUPPORT** of HB276, which bans the sale of flavored tobacco products, effective 1/1/2020.

The Mid-Pacific Institute Do What You Love Service Club is committed to reducing the rates of e-cigarettes and vape product use amongst teenagers. This year, we are supporting an e-cigarette educational campaign on the Mid-Pacific Institute and UH Manoa campuses in hopes to heighten the awareness of the harmful effects of these products.

At Mid-Pac, we see our peers becoming dependent on e-cigarettes, mostly because of the flavored products. Teenagers think that e-cigarettes and vape products are harmless because they are candy flavored and they taste good. The truth is that once teenagers start using products like Juul, it is not long before they become addicted to these products and cannot stop. Not only is this bad for their health, but this can lead to a decrease in their grades and getting in trouble with the school and the law. Everyone knows that nicotine is an addictive drug, but they just can't stop.

On behalf of the Mid-Pac Do What You Love Service Club, we urge you to protect the youth of Hawai'i and pass HB276 into law.

HB-276

Submitted on: 2/4/2019 12:32:21 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Joseph	Individual	Oppose	No

Comments:

As an ex smoker of traditional tobacco cigarettes for 8 years, seeing this bill come about is very upsetting. The progress myself and so many others will be negatively impacted due to the fact off higher ups not taking in consideration the postive impact weve all made on our lives with the help of vaping. Even if something is 5% healthier for you than the opposition wouldnt that be a gained improvement for itself. There are so many other important factors Hawaii as a state should be concerned with like not enough housing for those of us that call this place "HOME." Example: General Retail Shopping Stores like Walmart or Target have alcohol at kid reach level even though you must be 21 to purchase. Did I forget to mention the Pinnacle Cotton Candy flavor which as we all know kids love Cotton Candy! Its disturbing to think of the attitudes and outlook of those who are supposed to represent us! The vape shops ive seen all have there products behind a glass case or behind the sales workers themselves not easily available for a underage child to get there hands on. Almost every shop ive seen in Hawaii has a "must be 21" to purchase anything at this establishment already set in place. there is no right justification for taking away flavored vape products for someone who is already of age and just trying to better themselves. If they had these products 40-60 years back alot of my family could have had less health problems that what they are facing today and im glad that i transtioned over into a helathier lifestyle for not only myself but my family. Dont take away the thing helping so many people quit tradational tobacco just for a financial gain? It always seems to boil down to the financial standpoint, so my opinion follow the legal recreational use of marijuana like so many other states have and leave vaping to help those who the big tobacco industry have already taken so much from!
Mahalo



LATE

Testimony in SUPPORT of H.B.276: Relating to Flavored Tobacco Products

To: Representative John M. Mizuno, Chair, House Committee on Health

Keiki Injury Prevention Coalition (KIPC) supports HB276 which bans the sale of flavored tobacco products.

E-cigarettes, particularly JUUL products that come with appealing flavors are very popular with tweens and teens. Marketing and peer pressure have led to this popularity. Flavoring and the sweet odors of these products mask the dangers of using JUUL and other products that contain flavored tobacco. Consuming these potent addicting products can lead to live-long illnesses. Vaping entrepreneurs have been using strategies from tobacco companies to market their products directly to children. Add-on products like flavored tobacco make the product very appealing to tweens and teenagers. Friends and younger siblings are eager to try a new cool activity, this increases peer pressure of being a part of the “in group” which might lead a teen’s decision to use tobacco products.

There is significant dangers associated with nicotine. According to JUUL (e-cigarette product), a single pod (flavored tobacco) contains the same amount of nicotine as a pack of cigarettes. The *American Journal of Medicine* linked teen e-cigarette use with future cigarette use. There is a perception that vaping is unoffending, and even a healthy way to wean off of cigarettes, however it has been reported that 63% of young adults who use JUUL products with flavored nicotine did not know the substance contains nicotine (Safe Kids Worldwide).

If this bill passes, Hawai‘i will lead the nation in showing how we value our keiki health and safety by banning flavored tobacco products. Please pass this bill, HB276.

Mahalo,

Lisa Dau, RN
Injury Prevention Coordinator
Keiki Injury Prevention Coalition

Council Chair
Kelly T. King

Vice-Chair
Keani N.W. Rawlins-Fernandez

Presiding Officer Pro Tempore
Tasha Kama

Councilmembers
Riki Hokama
Alice L. Lee
Michael J. Molina
Tamara Paltin
Shane M. Sinenci
Yuki Lei K. Sugimura



Director of Council Services
Maria E. Zielinski

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

LATE

February 4, 2019

TO: The Honorable John M. Mizuno, Chair
House Committee on Health

FROM: ^{KC} Kelly T. King
Council Chair

SUBJECT: **HEARING OF FEBRUARY 5, 2019; TESTIMONY IN SUPPORT OF
HB 276, RELATING TO FLAVORED TOBACCO PRODUCTS**

Thank you for the opportunity to testify in **support** of this important measure. The purpose of this measure is to prohibit the sale or distribution of all flavored tobacco products, including with menthol, in the State of Hawai'i.

The Maui County Council has not had the opportunity to take a formal position on this measure. Therefore, I am providing this testimony in my capacity as an individual member of the Maui County Council.

I **support** this measure for the following reasons:

1. This measure would allow the State to take more proactive measures in combating the leading cause of preventable disease and death in the United States and in Hawai'i: tobacco use.
2. Tobacco companies specifically target young people with flavored tobacco products. This leads to addiction and long-term negative health effects.
2. This measure would help the State protect keiki from preventable diseases.

For the foregoing reasons, I **support** this measure.

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HB-276

Submitted on: 2/4/2019 1:39:12 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Kelli Buenconsejo	Individual	Support	No

Comments:

I am against the sale of flavored tobacco products. E-cigarettes has been touted as a "safer option than cigarette smoking and will help smokers transition to quit smoking". In reality, people tend to vape more than smoking regular cigarettes because of the flavors. Manufacturers are now attracting younger vapers because of these flavors and the belief that "I am only smoking flavored water." We know that any type of cigarette smoking has long term detrimental effects to one's body. E-cigs have much more chemical additives than regular cigarettes and we are all being exposed to their effects because people will vape a lot more than using regular cigarettes. Our keiki are being exposed to these vapors and we do not know the long term ramifications of not only the e-cigarette user, but those exposed to 2nd hand vapors.

Please consider supporting this bill and stop the sale of flavored tobacco products

Thank you

HB-276

Submitted on: 2/4/2019 1:14:10 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
VALENTINO MIRANDA-KEPA	Individual	Oppose	Yes

Comments:

Dear Chair Mizuno & House Committee on Health,

I am writing in STRONG OPPOSITION to HB276.

Any regulation of flavors should occur at the federal level - Congress empowered FDA to establish tobacco product standards such as restricting flavors only if FDA determines that such action would be appropriate for the protection of the public health based on science and evidence.

Potential Harm Reduction Should Be Considered - E-vapor category is relatively new, some public health and tobacco control researchers have reached the preliminary conclusion that e-vapor products may present a compelling risk reduction opportunity compared to combustible cigarettes. Mitch Zeller, Director of the Center for Tobacco Products at FDA, along with many scientific experts, has recognized the promise tobacco harm reduction and potentially reduced risk products may hold for public health. In a recent letter to the World Health Organization, 53 global experts on nicotine policy stated that policies that are excessively restrictive or burdensome on lower risk products can have the unintended consequence of protecting cigarettes from competition from less hazardous alternatives and cause harm as a result. In a recent survey of 4,618 e-vapor consumers, almost half of participants said that a lack of variety of flavors would make reducing or completely switching from smoking cigarettes less likely.

Approximately 90% of adult e-vapor consumers report using flavored products.⁹ Hawaii should respect the preferences of adult consumers to use flavored products, especially when they could play a role in reducing tobacco-related harm. We believe regulators and legislators should tailor public policies to reflect the uniqueness of this category, including the fact that these products emit vapor, not smoke.

A ban on characterizing flavors could contribute to the growth of the “Do-It-Yourself” DIY involves purchasing separately, and then mixing, liquid nicotine, propylene glycol, glycerin, and flavors to make an e-liquid for an open device. Details on how to mix flavors and liquid nicotine are readily available online. Materials for DIY – some of which are of unknown quality and origin – are inexpensive and widely available. FDA has not yet explored issues raised by the separate sale, and home-mixing, of

nicotine and flavorings.

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Thank you for considering this testimony.

Aloha, Valentino Miranda-Kepa

I am writing in support of SB 565. In 2014, Karl Hagen was fatally struck while cycling on the shoulder of Pi'ilani Highway. This tragedy, along with other traffic accidents, has started a critical initiative to bring a national campaign – Vision Zero – to Maui County. This national collaborative campaign seeks to increase, safe, healthy, equitable mobility for all.

On September 15th of 2018, Blue Zones Project Central Maui hosted Maui's Vision Zero launch with a gathering in Kalama Park to celebrate the Mayor's Vision Zero proclamation, followed by a 5-mile memorial bike ride through Kihei led by Maui Bicycling League.

Blue Zones Project and Healthy Eating Active Living Coalition are partners in the Vision Zero Launch and ongoing advocacy. As a statewide partner in support of Vision Zero, we know it pays to invest in walking, biking and transit, which essentially equal more active, healthier communities. Vision Zero ensures our community will approach these efforts with safety as the priority. Streets that are safer for walking and biking help create healthier communities by encouraging people to use active transportation. Our commitment to Vision Zero has brought together elected leaders, engineers, police, and community members to move toward the goal of zero traffic fatalities on Maui by 2040.

Citizens, agencies, and elected officials all play important roles in promoting road safety. Vision Zero is based on the idea that traffic deaths are preventable through coordinated engineering, enforcement and education. Designing roads to slow vehicles down and give people walking and biking safe alternatives will reduce the chance that a human mistake leads to death.

Please support SB 565. Mahalo for your consideration.

Laksmi Abraham, Community Program Manager
Blue Zones Project – Central Maui

HB-276

Submitted on: 2/4/2019 2:26:36 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Katelin Kobuke	Individual	Oppose	No

Comments:

This law would put many people in the industry out of jobs. Many of them rely on this industry to make a living. There is scientific evidence to show that e-cigarettes are better for the body than traditional cigarettes. Many people who have quit traditional cigarettes and tobacco products have turned to e-cigarettes as a healthier alternative. By banning the sale of these products, you are only taking away the freedom of choice for people. Even if sales stop in the state, those visiting from out of state can also bring them in. Let the people choose what they would like to do. And let those who are living off of the industry, live.

HB-276

Submitted on: 2/4/2019 2:45:40 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Maria	Individual	Oppose	No

Comments:

i smoked for 20 years, quit 7 years ago usin strawberry flavored ejuice. I no longer have bronchitis since quitting cigarettes.

We as adults have the choice. It is our Rights to choose.

Banning flavored tobacco will create black market and minors will have more easily access to tobacco products.

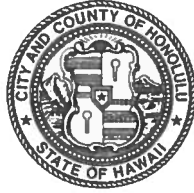
Please oppose, dont take our rights away as an Adult.

POLICE DEPARTMENT
CITY AND COUNTY OF HONOLULU

801 SOUTH BERETANIA STREET · HONOLULU, HAWAII 96813
TELEPHONE: (808) 529-3111 · INTERNET: www.honolulu.police.org

LATE

KIRK CALDWELL
MAYOR



SUSAN BALLARD
CHIEF

JOHN D. McCARTHY
JONATHAN GREMS
DEPUTY CHIEFS

OUR REFERENCE JP-SA

January 30, 2019

The Honorable John M. Mizuno, Chair
and Members
Committee on Health
House of Representatives
Hawaii State Capitol
415 South Beretania Street, Room 329
Honolulu, Hawaii 96813

Dear Chair Mizuno and Members:

SUBJECT: House Bill 276, Relating to Flavored Tobacco Products

I am J Pedro, Major of the Community Affairs Division, Honolulu Police Department (HPD), City and County of Honolulu.

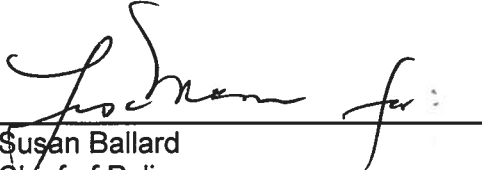
The HPD strongly supports House Bill 276, which proposes the ban on flavored tobacco products. The marketing of flavored tobacco products clearly target sales to the under twenty-one age group as well as our youth to their initiation into the use of nicotine products. Nicotine has proved to be highly addictive and is a threat to the health of our youth and the public. It is very difficult for people to break this addiction once started.

I thank you for the opportunity to testify in support of House Bill 276.

Sincerely,


J Pedro, Major
Community Affairs Division

APPROVED BY:


Susan Ballard
Chief of Police



From: Gerald Honma <honmag002@gmail.com>
Sent: Monday, February 4, 2019 3:12 PM
To: HLTtestimony
Cc: Gerald Honma
Subject: I write you in STRONG OPPOSITION to HB276

Dear Chair Mizuno & House Committee on Health,

I am writing in STRONG OPPOSITION to HB276.

Any regulation of flavors should occur at the federal level - Congress empowered FDA to establish tobacco product standards such as restricting flavors only if FDA determines that such action would be appropriate for the protection of the public health based on science and evidence.

Potential Harm Reduction Should Be Considered - E-vapor category is relatively new, some public health and tobacco control researchers have reached the preliminary conclusion that e-vapor products may present a compelling risk reduction opportunity compared to combustible cigarettes. Mitch Zeller, Director of the Center for Tobacco Products at FDA, along with many scientific experts, has recognized the promise tobacco harm reduction and potentially reduced risk products may hold for public health. In a recent letter to the World Health Organization, 53 global experts on nicotine policy stated that policies that are excessively restrictive or burdensome on lower risk products can have the unintended consequence of protecting cigarettes from competition from less hazardous alternatives and cause harm as a result. In a recent survey of 4,618 e-vapor consumers, almost half of participants said that a lack of variety of flavors would make reducing or completely switching from smoking cigarettes less likely. Approximately 90% of adult e-vapor consumers report using flavored products.⁹ Hawaii should respect the preferences of adult consumers to use flavored products, especially when they could play a role in reducing tobacco-related harm. We believe regulators and legislators should tailor public policies to reflect the uniqueness of this category, including the fact that these products emit vapor, not smoke.

A ban on characterizing flavors could contribute to the growth of the “Do-It-Yourself” DIY involves purchasing separately, and then mixing, liquid nicotine, propylene glycol, glycerin, and flavors to make an e-liquid for an open device. Details on how to mix flavors and liquid nicotine are readily available online. Materials for DIY – some of which are of unknown quality and origin – are inexpensive and widely available. FDA has not yet explored issues raised by the separate sale, and home-mixing, of nicotine and flavorings.

21 Age Restriction Already in Place. Hawaii already has put a 21 and older ban on sales of vapor products in place. Kids should not use any nicotine product and access to such products, including those with characterizing flavors. No manufacturer should use children’s cartoons or youth-oriented candy trademarks to market their products. When its rulemaking is final, FDA will have comprehensive authority over the sale and marketing of all tobacco and tobacco-derived nicotine products. This authority includes the ability to take further action as required to prevent illegal underage purchase.

This ban would essential destroy the vapor industry as all flavors - even the “natural tobacco flavor” mentioned in the bill are the results of flavoring. This means all vapor products would be illegal if this bill passes. I am sure this is not what you meant to do with this bill, and its result would mean the lose of my business and creation of a black market and increased online sales of unregulated products.

Thank you for considering this testimony.

Aloha,

Gerald Honma
Smokeless Hawaii Enterprises

LATE

HB-276

Submitted on: 2/4/2019 3:36:26 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Stephen Nii	Nii Superette, Inc	Oppose	No

Comments:

My name is Stephen Nii. In 2015, my commitment & effort brought home the honor of being the State of Hawaii's Family Business of the Year.

I have the honor to lead our family business, Nii Superette, Inc. which has served Leeward, Oahu for over 100 years through four generations of Nii family members.

Due to the consideration of HB276 by the Hawaii State Legislature, each lawmaker who supports this bill has now given me the grievous task of preparing my business with 17, full-time employees to close its doors.

Many of the same lawmakers, who profess to be champions of small business and bestowed a great honor to my family three years ago, now create the environment that destroys it with a single piece of legislation.

You may consider this statement overly dramatic, however, please allow me to present you with the economic butcher's bill of HB276 to just one local business, the shop my great grandfather started.

Last year, tobacco sales in our "little mom & pop shop" resulted in over \$769,897.54 in sales, generating \$34,645.39 in GET revenue for Honolulu county.

Tobacco in the MENTHOL category is responsible for 82.9% of these sales, which amounts to \$638,245.07 sales or \$28,721.03 in GET revenue for Honolulu county from just one, little mom & pop shop. Other misinformed, mainland lobbyists may have told you that only 35% of smokers choose Menthol products. In Hawaii, the reality is actually the opposite of the Mainland Marketplace. Already, the data becomes inaccurate, the interpretation misleading & its scope inappropriate & ineffective in achieve its goals..

The potential loss of \$638,245.07 is a fatal injury to my family business. Would you be able to support such a financial loss for your own family? Mine is not so able.

This loss means the deprivation of over 17, full-time jobs in Waipahu. Jobs that pay well over the current minimum wage, offer stable work schedules and a great environment.

This loss endangers my means to pay for my father's care home stay.

This means that my uncle & my mother lose their business-funded retirement plans.

This is the loss incurred by just one storefront by HB276.

Now multiply this loss across the various scales of businesses such as Foodland, Times, Walgreens, Walmart, Costco, Sam's Club, every gas station/convenience store with retail sales outlets.

Do we know the real impact of such a bill across the state? How many closures would you force? How many paychecks would you end?

I can tell you that you will trigger the closure of my business and beg you to weigh that with the larger goal you are trying to achieve.

I also ask on behalf of the possible thousands of people across each state who are endangered by this decision that you choose another course of action that would achieve the same goal: a better life for all. Instead of a "controlled burn," this policy constitutes an uncontrollable wild fire that will claim the livelihood of thousands. You will be responsible for catastrophe.

As a retailer, I support strict sales regulation & enforcement on minor smokers and retailers. These are laws that already exist but require more support of law enforcement agencies.

I would support a higher tobacco specific sales tax per pack to fund education & preventative services. I believe in truly empowering anyone's choice with verified information. This is how my family's business survived for four generations.

I stand behind education & enable the people's power to choose wisely rather than administration from a policy that has no guaranteed outcome of success but every chance to cripple the life of many business and the people who work for them.

I recognize the intent of this bill to protect the vulnerable, our keiki. However, by law, the vulnerable are already protected by current age ban.

Supporting HB276 destroys a major economic access point to success that is based on reasoning & voluntary CHOICE, a right that should be afforded to every adult.

There are better options that should be explored. These options would have more impact across Hawaii, such as legislature that would allow our law enforcement agencies to adequately and fairly support the current laws.

As seen by the current fireworks debacle, the lack of law enforcement creates a huge underground market situation that few can influence & so many still participate in without the benefits of traceable purchases, trackable data, due taxation and verifiable quality control measures. Creation of this law would immediately extend the economic

opportunities for black markets & illegal drug dealers to entice new customers into their powerfully dark gateways. Criminalizing the product also creates another lever, enabling human traffickers to entice, entrap and deal in another form of lawless currency. In the most tragic of ironies, creating this illegal space means placing the positive results we want to achieve further away from our current grasp.

We must also be aware of the terrible potential outcomes of such well-meaning, but misdirected laws. The facts I present demonstrate the economic impact of just one store, my family's store, shows everyone that we cannot take the risk without assurances. One, small mom & pop loses \$65,000 in revenue, its existence, and damages the lives of 17 people and each of their family members.

Multiply this effect by the dozens of businesses with hundreds of employees and families linked to this regulated marketplace. Study the loss of fully funded healthcare, contributions to the unemployment insurance market, workman's comp insurance payments, Medicare and Social Security incomes contributed to the state for all its residents.

I beg our leaders to not move forward on HB276. There are too many lives in the way of its reckless, unstudied path.

Let's explore and commit to a different path. Here is an example of a simpler and more direct solution to this problem: A) enforce the current law which already prohibits sale to those under 21. B) using effective legislation, partner and empower the police to make sure compliance with the current sales laws are enforced. C) create addendums to the current laws and prohibit the general distribution of cigarettes by anyone other than non-licensed & regulated vendors. In other words, dissuade the people who are physically putting cigarettes into the hands of those under 21.

Let the police dept earn back the public trust by doing public benefit and empower them with the opportunity to enforce the current laws by: a) hiring more people for our police force, b) offering them effective training & support and c) increased the current penalties for those who place tobacco in the hands of minors.

There is a better way to accomplish the goal of ending youth smoking, but HB276, as written, is not the way. It requires too much innocent, human collateral & will send those keiki we want to save, into more dangerous, untouchable arms.

Before we send all these people, including myself and my family, into an irretrievable situation, let's stop, rethink the situation and find another less destructive and more effective path to change. If we work together and support each other, rather than criminalizes and vilify those of us who can make the change possible, we will find doable solutions achieve measurable results.

HB276 is a law of good intention, will not achieve the goal of better health for all. Its methods will be harmful and lethal to us in other critical ways. We must not support this bill. Please leave HB276 behind.

Thank you very much for listening to one, small business owner.

Best,

Stephen Nii

Owner/Manager of Nii Superette, Inc.

kobayashi1 - Melvia

From: Mariner Revell <rrphawaii@aol.com>
Sent: Monday, February 4, 2019 3:37 PM
To: HLTtestimony
Subject: I write you in STRONG OPPOSITION to HB276



Dear Chair Mizuno & House Committee on Health,

I am writing in STRONG OPPOSITION to HB276.

Any regulation of flavors should occur at the federal level - Congress empowered FDA to establish tobacco product standards such as restricting flavors only if FDA determines that such action would be appropriate for the protection of the public health based on science and evidence.

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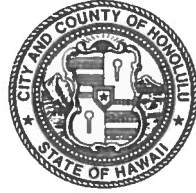
Thank you for considering this testimony.

Aloha,
Mariner Revell

Sent from my iPhone

POLICE DEPARTMENT
CITY AND COUNTY OF HONOLULU

801 SOUTH BERETANIA STREET · HONOLULU, HAWAII 96813
TELEPHONE: (808) 529-3111 · INTERNET: www.honoluluupd.org



KIRK CALDWELL
MAYOR

SUSAN BALLARD
CHIEF

JOHN D. McCARTHY
JONATHON GREMS
DEPUTY CHIEFS

OUR REFERENCE JP-SA

January 30, 2019

LATE

The Honorable John M. Mizuno, Chair
and Members
Committee on Health
House of Representatives
Hawaii State Capitol
415 South Beretania Street, Room 329
Honolulu, Hawaii 96813

Dear Chair Mizuno and Members:

SUBJECT: House Bill 276, Relating to Flavored Tobacco Products

I am J Pedro, Major of the Community Affairs Division, Honolulu Police Department (HPD), City and County of Honolulu.

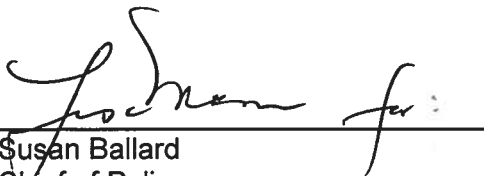
The HPD strongly supports House Bill 276, which proposes the ban on flavored tobacco products. The marketing of flavored tobacco products clearly target sales to the under twenty-one age group as well as our youth to their initiation into the use of nicotine products. Nicotine has proved to be highly addictive and is a threat to the health of our youth and the public. It is very difficult for people to break this addiction once started.

I thank you for the opportunity to testify in support of House Bill 276.

Sincerely,


J Pedro, Major
Community Affairs Division

APPROVED BY:


Susan Ballard
Chief of Police

February 4, 2019

The Honorable John M. Mizuno, Chair
& Members Committee on Health
House of Representatives
Hawaii State Capitol

Subject: **I Strongly Oppose HB276, Flavored Tobacco Ban**

Dear Chairman Mizuno & Committee Members,

We all acknowledge and agree that youth access to any form of Tobacco products should be prohibited and those prohibitions enforced by laws that the citizens of the State of Hawaii feel are fair and just to all citizens in our beautiful State of Hawaii.

HB276 as proposed does not fall into that category. Banning the flavors like Menthol, Mint or fruit flavors like Strawberry, etc., across the board in Cigarettes, Vape Oils, E-cigarettes, Cigars, etc., will ensure these products do not reach people 21 years or younger.

Unfortunately HB276 will also deprive law abiding citizens over 21 years of age from being able to make an informed choice to partake in this new form of smoking as a viable alternative to traditional cigarettes.

Please read the testimonials received to date from other folks who opposed this bill as well and you will find that most say the flavors in the new e-cig platforms are the reason they have given up traditional cigarettes. They say no matter what they have tried in the past to quit nothing worked until they decided to switch to a flavored vape format.

As a convenience store retailer I feel another unfortunate circumstance of HB276 is the harm it will do to small businesses like mine that sell Tobacco products in all forms. The revenue from the sale of these products plays a significant role in the bottom line of businesses like ours.

Collectively we all know that traditional tobacco is playing a smaller role in the revenue pie due to folks quitting our cutting back because of the harm these products possess. We all applauded the fact that science within and outside the industry was providing products with harm reduction or elimination in mind to replace traditional tobacco which helped us retain that level of commerce.

HB276 trashes these technological advances and puts not only our business and the jobs we provide in jeopardy it also takes away the products that allot of traditional smokers have switched too to cut down on smoking or to wean out of the habit eventually quitting the habit all together.

I'm sure more vigilant parental guidance and adult supervision, business etiquette on following the laws of the land in preventing youth access to Tobacco in any form, strict enforcement of the laws on the books, and further study on the effects of the new vaping platforms, will not only do a better job than HB276 in denying youth access to Tobacco it will also benefit adults over 21 make an informed choice in having science take them away from traditional cigarettes to a less harmful platform for smoking and eventually out of the habit forever. We need dialog and study with a sense of urgency in managing youth access to Tobacco but we must also consider the adult end user looking for an alternative to

traditional smoking, and for the bottom line of the businesses that would be severely impacted by HB276. We don't need draconian legislation like HB276 we need dialog and debate which results in legislation that is fair to all parties who have a stake in its outcome.

Mahalo,
Kim A. Robello
Retailer & Citizen of the State of Hawaii

LATE

HB-276

Submitted on: 2/4/2019 7:11:40 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
P Kuromoto	Individual	Oppose	No

Comments:

Flavors are a very important part of the success story of vapor products in getting thousands of Hawaii residents off of cigarettes. Throughout my life I have never seen anything more effective at helping people stop smoking. Vaping is estimated to be at least 95% less risky than smoking, so this is a huge win for public health.

A recent study, attached, confirms what I have seen firsthand. Ecigarettes are proven scientifically to be better than standard nicotine replacement therapy -- therapy which is supported by insurance companies and workplace policies across the state. Surveys of vapor product users confirms the near-universal importance of non-tobacco flavors in their replacement of combustible tobacco. People do not stop liking tasty flavors after age 18 -- ADULTS LIKE FLAVORS.

As a practical matter, flavor bans are unenforceable. Almost all eliquid is artificially flavored, including tobacco-flavor eliquids. Thus to define what a "tobacco flavor" is will have to identify specific chemical compounds that make up the flavor. Judging what those compounds are and measuring them will be effectively impossible and very expensive to even attempt.

The proposed legislation is misguided and misinformed, and should not be adopted.

LATE

HB-276

Submitted on: 2/4/2019 7:43:49 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
April Pacheco	Individual	Oppose	No

Comments:

LATE

HB-276

Submitted on: 2/4/2019 8:07:08 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Shani Gacayan	Hamakua Health Center	Support	No

Comments:

I, Shani Gacayan, Tobacco Treatment Specialist at Hamakua Health Center, Inc. and mother of 4 young children STRONGLY SUPPORT HB276 to end the sales of candy flavored tobacco.

LATE

HB-276

Submitted on: 2/4/2019 9:08:26 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
DANIEL DRAPESA	Individual	Oppose	No

Comments:

Aloha,

My Name is Daniel. My wife smoked cigarettes for more than fifteen years. She would constantly get sick. Would get winded easily. She tried quitting many times with no success. After trying vaping she was able to quit over night. She has been smoke free for over a year and a half now with out the urge to return. Her health has dramatically improved and she can run and play with our children. With out flavored Eliquids this all would not be possible and with out them she would most likely got back to traditional cigarettes. I highly oppose HB276 and the other Flavor ban bills coming up

LATE

HB-276

Submitted on: 2/4/2019 10:05:35 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Adrian-Marie Luna-Gaballo	Individual	Oppose	No

Comments:

Flavored tobacco products such as e-liquid helped my father who has been smoking cigarettes for almost 20 years, quit and has been healthier since. It also makes it easier for him to be around us kids because the smell of vaping does not leave a nasty smell lingering on him, like cigarettes used to do. Plus, the smoke that the vape leaves disappears faster than normal cigarettes do.

LATE

HB-276

Submitted on: 2/4/2019 10:06:25 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Valerie Luna-Gaballo	Individual	Oppose	No

Comments:

Flavored tobacco products such as e-liquid helped my husband who has been smoking cigarettes for almost 20 years, quit and has been healthier since. It also makes it easier for him to be around our kids because the smell of vaping does not leave a nasty smell lingering on him, like cigarettes used to do.

LATE

HB-276

Submitted on: 2/4/2019 10:08:56 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jonovan Iriarte	Individual	Oppose	No

Comments:

Flavored tobacco products such as e-liquid helped many of my family members who have been smoking cigarettes for almost more 20 years, quit and have been living a healthier life since. It also makes it easier for them to be around our people because the smell of vaping does not leave a nasty smell lingering on them or on anyone around them, like cigarettes used to do.

LATE

HB-276

Submitted on: 2/4/2019 10:09:16 PM

Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
devan ferreira	Individual	Oppose	No

Comments:

Aloha, my name is Devan Ferreira and for the past four years I've been smoking cigarettes. Trying to quit various times on my own was hard and every attempt was unsuccessful. However with vaping and being able to choose the flavor of my liking I was able to quit the harsh dangers of cigarettes. I strongly oppose HB 276 for the simple fact that this bill is unfair in the statement that flavor e-liquid is reason of our Underage vaping epidemic. Vaping and being able To choose flavored e-liquid has not only improved the health of my family, my close friends but also my own health as well. Taking away the right of legal aged adults to choose the flavored e-liquid is a right that shouldn't be taken away from law abiding citizens that are trying to achieve a healthier life style away from traditional cigarettes. The underage vaping epidemic is being caused by certain vaping devices such as "juul" and other devices like them that are easily purchased in convenient stores, gas stations etc, roughly 90% of vape shops have followed the age laws with no sales to minors. With the legal age to smoke at 18 or 21 in other states such as Hawai'i, These manufactures and shops will be getting punished for something completely out of their control. With the reason of the epidemic staring in easy accessible stores such as gas stations or your local convince store where they don't take asking for an I.D. Seriously. With that being said I strongly oppose bill HB 276.

LATE

HB-276

Submitted on: 2/4/2019 10:12:52 PM
Testimony for HLT on 2/5/2019 9:05:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Anden Gaballo	Individual	Oppose	No

Comments:

Flavored tobacco products such as e-liquid helped me quit and live a healthier life, I have been smoking cigarettes for almost 20 years, . Vaping makes it easier for me to be around my family and kids because the smell of vaping does not affects their asthmas nor does it leave a nasty smell lingering, like cigarettes used to do. It was the best decision in my life when nothing else workrd for me.

LATE



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February 3, 2019

Honorable Chair Representative John M. Mizuno
Honorable Vice-Chair Representative Bertrand Kobayashi
Members of the Health Committee

RE: **Strong Support** of HB276, banning sale of all flavored tobacco products **including** menthol and mint in Hawaii

Dear Representative Mizuno, Kobayashi and members of the Health Committee:

This measure is extremely critical to the health of the children of our state and our entire state as well. Please vote in favor of HB276, banning all flavored tobacco products including menthol and mint in Hawaii.

I am Executive Director of the Hawaii COPD Coalition and serve 46,015 Hawaii adults diagnosed with COPD in Hawaii (with an estimated equal number still undiagnosed). Since 2007, I have worked in Hawaii, nationally and internationally with countless people who have had their lungs and lives horribly affected by tobacco and nicotine.

We are grateful that this legislature has been the first in the nation to pass legislation banning the sale of tobacco and electronic smoking devices to people under 21 in Hawaii. Unfortunately, that doesn't stem the growing epidemic of young people and adults in our state who are smoking electronic smoking devices, commonly referred to as ESDs, e-cigs, or vaping.

With 168,000 young people in our schools and with 42% of all high school students and 27% of middle schoolers reporting ever having used an "electronic vaping product" in 2017, we have an urgent need to act. All our young people deserve protection from a lifetime of addiction.

While the FDA's proposed plan aims to restrict the sale of flavored e-cigarettes in convenience stores and gas stations, **it still allows e-cigarette products to stay on the market and online without review by the FDA until August 2022.** We know rulemaking at the federal level often takes a long time which is why state-level action on menthol and other flavored products is

needed now. We can't wait to protect our keiki. Additionally, the new proposed policies do not address flavors in any form of smokeless tobacco or hookah.

Menthol has cooling properties that mask the harshness of tobacco smoke and nicotine, making menthol cigarettes a popular starter product. The tobacco industry has a long history of marketing menthol cigarettes to youth and vulnerable groups, such as the African American community. In Hawaii, 78% of Native Hawaiian and Pacific Islander smokers use menthol cigarettes. In the Philippines, market share of menthol cigarettes was 55%. The consequences of this are that while nicotine and tobacco addiction are deadly for everyone, Native Hawaiians and Filipinos die at higher rates of lung cancer than other groups.

In addition, the chemicals used in e-juice and other products have NOT been tested nor approved for inhalation, particularly butter flavors which has been known to cause popcorn lung, otherwise known as bronchiolitis obliterans (which is a very serious progressive lung condition, basically causing the lungs to disappear from the bottom of the lungs upwards).

Please help protect the lungs and lives of our children from these very harmful products that are spreading virally in our schools, from elementary through high school and beyond. We urge you to **please vote in favor of HB276 and pass it out of committee so it can become law**. The Hawaii COPD Coalition thanks you very much for your careful consideration of this most important and timely bill.

Very truly yours,

Valerie Chang

Valerie Chang
Executive Director