



Smoke-Free Colusa County Newsletter

The Smoke-Free Colusa County Subcommittee, part of the Colusa County Partners for Health, aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

Visit our website!

What vape products are still allowed under the new e-cigarette policy?

NOT ALLOWED:



ALLOWED:



The [new federal policy on flavored e-cigarettes](#), which went into effect in February, is a far cry from the total ban on flavored e-cigarettes that the president proposed in September 2019 to stem the alarming rise of youth vaping. It limits flavors just for specific e-cigarette devices, creating as many loopholes as restrictions.

The new Food and Drug Administration policy only prohibits flavors, with an exemption for the popular flavor menthol, in e-cigarette products that use closed-system e-liquid cartridges. That means menthol flavors in all forms, including JUUL pods, and all flavored liquid nicotine like cotton candy and gummy bear used in disposables and refillable cartridges can remain on the

market. [Disposables like Puff Bars](#) may become an increasingly popular e-cigarette because of its variety of flavors like O.M.G. (orange, mango, guava) and sour apple.

Several public health organizations, including Truth Initiative[®], have criticized the new vaping policy for putting politics and industry profits ahead of the health of America's youth. "This policy is a huge win for JUUL and other e-cigarette companies who have aggressively marketed highly addictive tobacco products to kids knowing full well the negative impact nicotine has on the developing brain," said Robin Koval, CEO and President of Truth Initiative.

Evidence show flavors are a key driver of the youth e-cigarette epidemic. In fact, [97% of youth who vape use flavored products](#). Under the new policy, youth can still find sweet and candy-flavored e-cigarette liquids in all retail outlets selling tobacco until the FDA begins premarket review in May. Exempting menthol — a flavor that, with mint, 63.9% of high school e-cigarette users reported vaping in 2019 — will create an opportunity for e-cigarette manufacturers to rename mint products to menthol.

Truth Initiative continues to strongly urge the administration and the FDA to reconsider its policy and restrict access to all flavored e-cigarettes in all retail outlets until completing a pre-market review clearly required by law.

Article and Image by [Truth Initiative](#)

Check out these links!

- [A mysterious company is taking JUUL's place](#)
 - [E-cigarettes highlight the challenges of dealing with plastic waste](#)
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Next Colusa County Partners for Health Meeting

The next Colusa County Partners for Health meeting will take place on **March 19th** from 12:00-2:00.

Please RSVP to TEP@ColusaDHHS.org to receive updates on the location and be included in the lunch order!

Resources

Interested in a meeting or community presentation to learn more about secondhand smoke, thirdhand smoke, tobacco marketing towards youth, or the Colusa County Tobacco Education Program? Contact us directly to schedule an appointment:

Colusa County Tobacco Education Program
Contact: Amanda Pitts
Phone: (530) 458-0380
<http://www.countyofcolusa.org/tobaccoeducation>



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Interested in quitting smoking?



Colusa County Public Health | Tobacco Education Program | (530) 458-0380 | 251 E. Webster Street
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