

PREVIEW

THIS WEEK @ THE UNIVERSITY OF ALABAMA

Oct. 18, 2021

CURRENT COMMENT

WHAT DOES FDA AUTHORIZATION OF E-CIGARETTE MEAN FOR TOBACCO INDUSTRY? –

“The authorization by the Food and Drug Administration of cigarette maker Reynolds American’s Vuse Solo e-cigarette is a win-win for the company, which can now cite the FDA’s description of Vuse as an ‘innovative and potentially less harmful alternative to traditional tobacco products,’ even as it continues to promote cigarette brands like Newport, Camel and Winston,” said Dr. Alan Blum, director of UA’s Center for the Study of Tobacco and Society. “Any potential benefit to public health from Vuse is unclear, however, because it is more likely to be taken up by teenagers and others who have never smoked than by people trying to stop smoking. Moreover, the success rate of smoking cessation by using alternative forms of nicotine is not that good. Even if switching to e-cigarettes may help some people stop smoking, by far the least expensive and most proven method of smoking cessation is going cold turkey. But nobody makes any money off that.” **To schedule an interview with Blum, contact him at ablum@ua.edu.**

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