

Biden Administration Initiates Rulemaking Process to Limit Nicotine Levels in Cigarettes and Acts to Protect Kids by Denying Marketing Applications for Juul E-Cigarettes

June 23, 2022

The Food and Drug Administration (FDA) announced today that it plans to propose a rule requiring tobacco companies to reduce the nicotine levels in all cigarettes sold in the United States, as well as their decision to deny marketing orders for all Juul products currently marketed in the United States - including Juul's menthol-flavored products. The potential rule would propose to establish a maximum level of nicotine in cigarettes with the goal of reducing youth use, addiction, and death.

Today's announcement on nicotine goes to the heart of the ongoing tobacco epidemic and addresses it at its core - dismantling a deadly product that has been engineered to be more rapidly addictive and harder to quit.

The National Black Nurses Association National President Dr. Martha A. Dawson issued the following statements: "The National Black Nurses Association (NBNA) supports this groundbreaking effort the Biden-Harris Administration and the U.S. Food and Drug Administration (FDA) is proposing to reduce the nicotine levels in cigarettes to minimally or non-addictive levels. With 480,000 people dying prematurely each year, and just about \$300 billion a year in direct health care costs and lost productivity - this effort will help stop kids and adults from continuing or beginning a life-long addiction to tobacco, ultimately shortening their lives due to cancer and other tobacco-related diseases. We urge the FDA to extend this proposal to include all tobacco-related products, including e-cigarettes, to totally eradicate the tobacco epidemic and targeted industry marketing."

FDA has estimated that such a policy would prevent over 33 million youth and young adults from becoming regular smokers this century, prompt 5 million smokers to quit within one year (rising to 13 million within 5 years) and save more than 8 million lives by the end of this century.

"NBNA strongly supports the FDA's decision to issue a marketing denial order to JUUL for the company's e-cigarette products, including menthol-flavored e-cigarettes. Juul, more than any other product or company, has been responsible for creating and fueling the youth e-cigarette epidemic. This decision sends a strong message that public health is a priority, our youth are our priority, saving lives are our priority, and we will no longer allow companies to market, exploit, and make millions at the expense of our vulnerable populations. We will stand in solidarity to combat this devastating public health crisis resulting from the use and sales of tobacco and menthol related products."

The impact of this decision will be substantial because Juul products continue to be widely used by youth and more than any other product or company, has been responsible for creating and fueling the youth e-cigarette epidemic. FDA must continue to reject all flavored e-cigarette applications, including menthol-flavored products. This impact represents the most significant action the FDA has taken to reverse the youth e-cigarette epidemic.

Dr. Dawson also acknowledges the ongoing work of NBNA's Substance Misuse Committee and partnership with the Campaign for Tobacco-Free Kids organization <https://www.tobaccofreekids.org/>

To read more about the FDA's proposed rule to reduce addictiveness of cigarettes and other combusted tobacco products, go [here](#).