



VAPOR TECHNOLOGY ASSOCIATION

For Immediate Release  
June 8, 2016

Media Contact:  
[press@vaportechnology.org](mailto:press@vaportechnology.org)

## **VAPOR TECHNOLOGY ASSOCIATION MEMBERS ADVOCATE COLE-BISHOP ON CAPITOL HILL**

WASHINGTON, DC – This week, members of the Vapor Technology Association (VTA) traveled to Capitol Hill from all over the United States to advocate in support of the Cole-Bishop Appropriations Amendment, legislation that would provide much-needed regulation of vapor products as the new technology that they are rather than the tobacco products that they are not. Last month, the FDA issued a one-size-fits-all regulatory policy that will only serve to eliminate vapor products from the market, ultimately harming the broader public health goal of deterring tobacco use and put thousands of small businesses out of business.

“There is no question that vapor products are a healthier alternative to tobacco cigarettes for thousands of adult consumers in this country,” said Tony Abboud, VTA’s National Legislative Director. “While FDA’s recent rulemaking threatens to eliminate them entirely from the market, the Cole-Bishop Amendment takes the responsible approach by preserving the industry, while implementing commonsense regulations that will protect youth and ensure the safety of consumers. This week, VTA members and small business owners from across the United States will make their voices heard on Capitol Hill.”

During the recent mark-up of the Agriculture, Rural Development, Food and Drug Administration bill, the amendment, offered by Representatives Tom Cole (R-OK) and Sanford Bishop (D-GA), passed with broad, bipartisan support. The Amendment would:

Save small and mid-size vapor businesses: By amending the “predicate date” from February 15, 2007 to the effective date of the final deeming regulations, the Cole-Bishop amendment will literally keep thousands of small and mid-size businesses, and their tens of thousands of employees, in business.

Save lives: Vapor products have gained widespread consumer acceptance amongst smokers who have tried unsuccessfully over the years to quit. The Royal College of Physicians just completed a comprehensive review of science and concluded that e-cigarettes are no more than 5% as dangerous as tobacco cigarettes.

-- Continued --



VAPOR TECHNOLOGY ASSOCIATION

Address the issue of product safety: The Cole-Bishop Amendment requires the FDA to implement their rulemaking on product standards for batteries within 12 months.

Protect Youth: The Cole-Bishop Amendment will restrict youth marketing and youth access to vapor products by:

- Limiting newspaper, magazine or other print advertising of vapor products to adult publications.
- Requiring face-to-face sales, thereby banning self-service displays and vending machines, except at age-restricted venues.
- Requiring the FDA to issue labeling regulations within 12 months to include, “Keep Out of Reach of Children,” “Underage Sale Prohibited,” and accurate nicotine content.

Give the federal government the ability to enforce the law: The Cole-Bishop amendment requires retailers to register their establishment, unless the retailer already is required to register under a state law or federal law.

To learn more about the Vapor Technology Association (VTA), visit [www.vaportechnology.org](http://www.vaportechnology.org) or click here to follow us on [Facebook](#) and [Twitter](#).

*The Vapor Technology Association represents the manufacturers, wholesalers, small business owners and entrepreneurs who have developed innovative and quality vapor products, providing adult consumers with a better alternative to traditional combustible products. VTA and its members are leaders in the vapor community, promoting small businesses and job growth, responsible public policies and regulations, and strong industry standards.*

###