

As most of you are aware, there are many people out there who don't fully understand vaping, and some that have interest in crushing the industry (big tobacco). We are dedicated to helping inform you, the vape consumer, of what is going on, and how to fight against unfair taxes, regulations, and all out bans of electronic cigarette products.

HOW TO GET INVOLVED

NOTBlowingSmoke.org™

THE FDA DEEMING REGULATIONS

In April 2014, the Food and Drug Administration released a proposal to deem all vapor products as tobacco products. Among other things, FDA's proposal would require that companies submit applications for the approval of any product not already on the market as of February 15th, 2007. Currently, any product not approved by FDA in some form by August 8th, 2018 will be prohibited from sale as of that date.

I'M A VAPER AND I WANT HR1136 TO PASS!

Visit <http://bit.ly/supporthr1136> for updated information from CASA on this Congressional bill.

I'M A VAPER, HOW WILL THIS AFFECT ME?

SINCE AUGUST 8TH, 2016: Most vapor companies have been largely unaffected, however, we have already seen businesses planning exit strategies.

NEXT 12 MONTHS: Greater numbers of your favorite vendors may close, others may merge to attempt survival.

AUGUST 8TH, 2018: Products without some form of FDA approval may not be sold in the United States.

I'M A BUSINESS OWNER, HOW WILL THIS AFFECT ME?

FROM AUGUST 8TH, 2016: Pre-market tobacco applications (PMTA) need to be filed for any products introduced after February 15th, 2007 at a cost estimated to exceed \$2 million or more per nic level, flavor and bottle size. FDA has approved exactly 1 PMTA to date.

NEXT 12 MONTHS: More vapor companies will exit market, medium/large manufacturers may merge in an attempt to survive.

AUGUST 8TH, 2018: Products without some form of FDA approval may not be sold in the United States.

WHY IS HR1136 IMPORTANT? WHAT WOULD IT DO?

This bill was introduced in Congress to adjust the February 15th, 2007 grandfather date to the date the final deeming regulation was effective, August 8th, 2016. If this bill becomes law, all products on the market before the adjusted date would not require PMTA and would avoid a total ban on sales. 99% of products currently on the market would not be banned **next year**. FDA will retain authority to regulate vapor products and will actually have slightly expanded authority to regulate the vapor products industry.

I'M A BUSINESS, I NEED HR1136 TO PASS!

Businesses need to take an extra step – contact your federal representatives (<http://www.house.gov/representatives/find/>) and request a meeting with the House Rep or their staff to discuss this bill. When you meet, tell them why this bill is so important to you, your business, your family and your customers.

Gregory Conley, the President of the American Vaping Association has offered to assist businesses with preparing for these meetings. He can be contacted at gconley@vaping.info or (509) 947-8059.

CONNECT WITH US AND STAY UP TO DATE ON THE MOST IMPORTANT VAPING ISSUES AND CALLS TO ACTION!

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(1) We need everyone's support!

HR 1136:

<https://www.congress.gov/bills/115/1136>

Who is your State Rep?

<http://www.house.gov/representatives/find/>

(2) Join advocacy groups so you can be kept up to date on industry changes and learn how to fight for your right to vape.

(3) Register To Vote! Millions of vapers, including YOU, have the power to influence government decisions by electing candidates who support vaping!

In Breaking News, Congressmen Tom Cole of Oklahoma and Sanford Bishop of Georgia have just issued a press release announcing their joint proposal of a new piece of pro-vaping legislation. Named *The FDA Deeming Authority Clarification Act of 2017*, this nine-page proposal is likely meant to replace the previously proposed and highly-regarded Cole-Bishop Amendment to the FDA deeming regulations. Otherwise referred to as HR 2058, last year's Cole-Bishop Amendment has been stalled in Congress for nearly a year. It's primary objective is to redefine the controversial predicate date of February 15, 2007 which currently applies to approximately 99 percent of all vaping technology and e-cigs currently on the market.

The percent of vapers involved in advocacy efforts is low. Every vaper who decides to become involved in advocacy efforts is a great asset to the battle for reasonable regulation of the electronic cigarette industry. Every vape shop, e-liquid company or vaper that joins an industry trade organization is a step forward. Vapers that become involved in their local community in any way have a louder voice when testifying at city council meetings and making business and social contacts outside the vape industry or community. Often these contacts have insider knowledge about what is happening at the local government level, therefore, increasing the chance to be heard at the early stages local ordinances. Attending the local health board and city council committee meetings [open to the public] is a very effective means of getting your voice heard before minds are already made up by local officials i.e. the city council public reading of the proposed ordinance.

Detroit Rock Candy is a proud member of SFATA!

SFATA is a trade industry advocacy organization for the electronic cigarettes industry. This Link is to SFATA's Statement of Principles page-<http://sfata.org/about-sfata/statement-of-principles/>

