



NATIONAL
PHYSICIANS
ALLIANCE

Mitch Zeller, JD
Director, Center for Tobacco Products
U.S. Food and Drug Administration
10903 New Hampshire Avenue
Silver Spring, MD 20993

May 5, 2016

Dear Mr. Zeller:

On behalf of the multispecialty National Physicians Alliance (NPA), we applaud the FDA for taking action today to protect our youth from the harmful effects of e-cigarette products. We have been alarmed by the skyrocketing rates of use of e-cigarette products, particularly among high school students, where the rate increased an appalling 900% between 2011 – 2015. Physicians work closely every day with patients who struggle to combat their nicotine addictions; we know their problems usually begin when they are teenagers or young adults. For years, physicians have treated the end-stage ravages of tobacco addiction in our adult patients and we now see toddlers dying in our emergency rooms of nicotine exposure in vaporized products.

Thank you for requiring companies to specify the contents of their e-cigarette products. We are grateful you will now review these drugs for approval. Your new rules will allow us to further study the use of e-cigarettes and help us answer such questions as: Can these products be used effectively to help established smokers quit? And to what extent are they gateway drugs to the more dangerous tobacco-containing products?

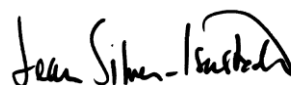
The NPA's FDA task force would urge you to go even further and prohibit the use of enticing flavoring in e-cigarettes, cigars and hookah. We should absolutely disallow marketing to children.

As doctors, we thank you for taking these crucial steps to help our patients and ultimately to improve our nation's public health.

Sincerely,



Lisa Plymate, MD
Co-Chair, FDA Taskforce



Jean Silver-Isenstadt, MD, PhD
Executive Director