

US E-CIGARETTE MARKET: STATE LEGISLATION MAP

As with the EU, Electronic Cigarettes are fast catching up with traditional tobacco products in the United States. According to Wells Fargo the estimated total size of the retail market in the US is \$2bn, but how do you keep track of legal status of e-cigarettes this dynamic market. Hot off the back of the sell out London and Las Vegas editions, the acclaimed & unique eCig Global Series is now coming to the East Coast in March. In light of this IQPC have updated our interactive map taking into account the latest regulation and highlighting the legal status of electronic cigarettes in the USA at the state level.

FDA regulation of e-Cigarettes

At a national level only e-cigarettes that are marketed for therapeutic purposes are regulated by the FDA Center for Drug Evaluation and Research (CDER). The FDA has issued a proposed rule that would extend the agency's tobacco authority to cover additional products that meet the legal definition of a tobacco product, such as e-cigarettes.

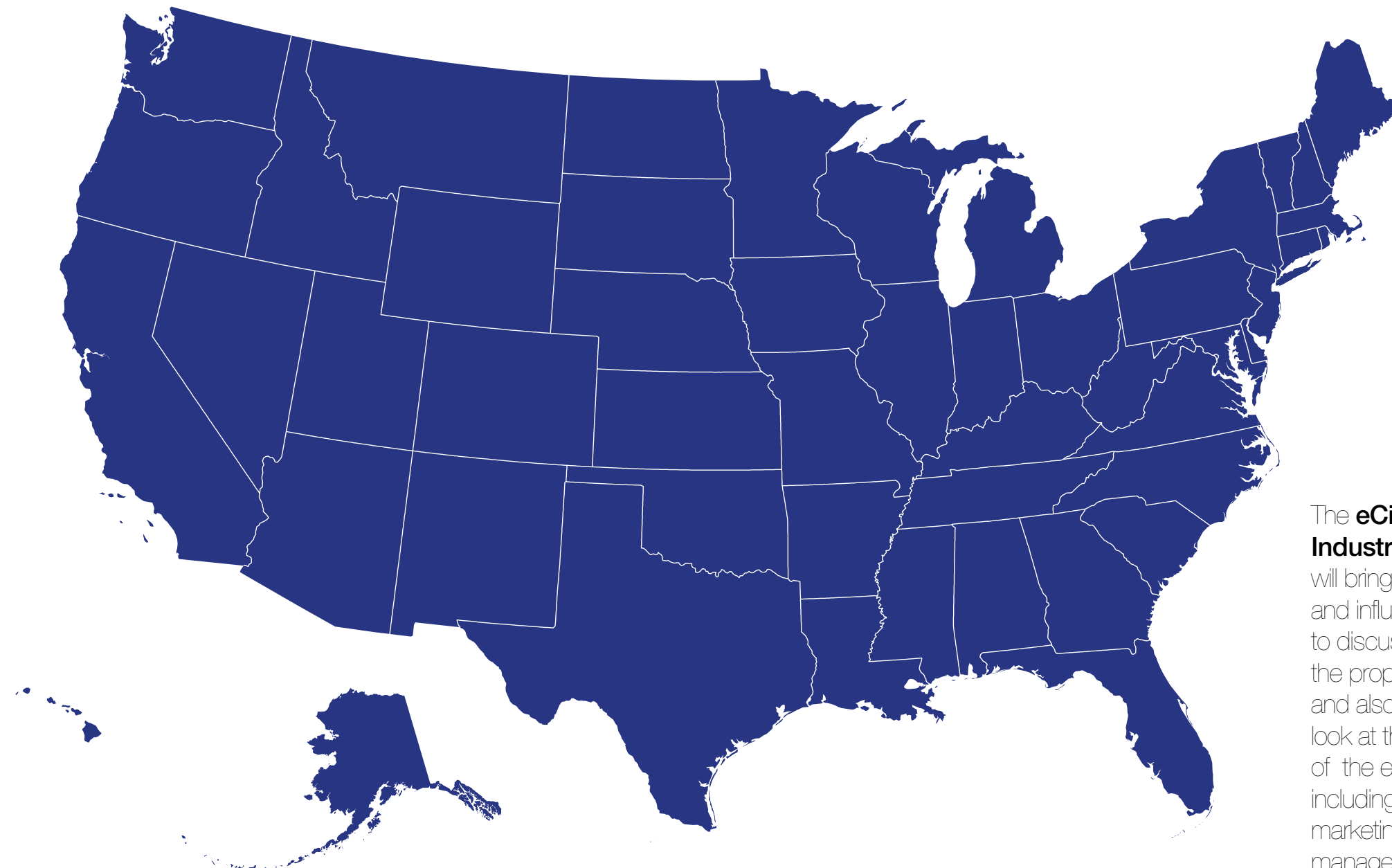
On April 25, 2014, the FDA released proposed regulations for "Deeming Tobacco Products To Be Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and Tobacco Control Act". These regulations would include electronic cigarettes and other alternative tobacco and nicotine products. The public comment period was closed on August 9, 2014

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The legal status of electronic cigarettes in the USA

41 states currently prohibit sales of electronic cigarettes or vaping/alternative tobacco products to minors.



The **eCig East Coast: Industry Conference** will bring together retailers and influential policymakers to discuss the impacts of the proposed regulations, and also take a in-depth look at the core functions of the e-cig retail business including M&A, IP, product marketing and supply chain management.

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"The Panels were amazing! LOVED all of them!"

Past Attendee -
eCig Vegas

"Excellent group of influential industry insiders"

Past Attendee -
eCig Vegas

"The panel was excellent. IQPC did a really great job of assembling a diverse group of experts in fields important to the vaping industry" Past Attendee"

Past Attendee -
eCig Vegas

Source: National Conference of State Legislatures: This table may not necessarily include all state statutes or actions on this issue.



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