



November 12, 2015

**VIA ELECTRONIC COMMENT FORM**

Federal Trade Commission  
Office of the Secretary  
600 Pennsylvania Avenue NW  
Suite CC-5610 (Annex J)  
Washington, DC 20580

Re: Electronic Cigarettes: Paperwork Comment, FTC File No. P144504

Dear Commission:

In connection with the Federal Trade Commission's proposal to conduct a study on e-cigarettes, we wanted to make you aware of TINA.org's recent investigation and findings regarding e-cigarette marketing. Specifically, we reviewed more than 150 e-cigarette websites and identified a number of questionable marketing tactics used by companies in the industry. We compiled a database of our findings and wanted to provide you the link to the extent it is helpful to you as you develop your study. The database is available at <https://www.truthinadvertising.org/e-cigarette-database/> and our article describing our findings is available at <https://www.truthinadvertising.org/smoking-out-e-cigarette-ad-claims/>.

Of note, TINA.org's compilation of evidence was used and cited by the American Cancer Society, American Heart Association, American Lung Association, Campaign for Tobacco-Free Kids, and Truth Initiative in their October 2015 joint petition to the FDA to take immediate action to investigate therapeutic smoking cessation claims found on e-cigarette websites. See Oct. 14, 2015 letter to FDA, available at <https://www.truthinadvertising.org/wp-content/uploads/2015/10/Letter-to-FDA-re-cessation-claims-10-14-15.pdf>.

We urge the FTC to examine the marketing used by e-cigarette companies and also to expand the scope of its review from just 15 marketers. There are more than 400 e-cigarette companies in the U.S. selling vaping products in a variety of ways, from mom-and-pop shops to online wholesalers and retailers. By enlarging the scope of the review, the agency will get a fuller perspective on the variety of ways e-cigarette companies are marketing the products and the types of advertising consumers, including youngsters, are encountering.

We hope this information is helpful. If you have any questions, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is written in a cursive style with a large initial "L" and a dot over the "i".

Laura Smith, Esq.  
Legal Director  
Truth in Advertising, Inc.