

Electronic cigarettes

[Health & Medicine](#), [Addiction](#)



In early December NJOY Kings started running television commercials that were indistinguishable from an ad for cigarettes (Lovejoy). Such advertising have not been seen in four decades (Lovejoy). On January 1, 1971, President Nixon signed legislation that banned tobacco cigarette advertising on television and radio (Lovejoy). The reason that NJOY was allowed to run its ad was because it was not advertising regular tobacco cigarettes, instead it is advertising electronic cigarettes (Lovejoy). An electronic cigarette or e-cig is an electronic inhaler that vaporizes a liquid into a vape mist (Cowell).

The vape mist gives the device the authentic look and feel of a real tobacco cigarette. The use of an electronic cigarette is not referred to as smoking but instead it is called vaping (Cowell). E-cigs first appeared in the U. S. market in 2006 and since 2008 sales of e-cigarettes have doubled every year (Strauss). Forbes' economists have even projected sales to reach one billion dollars in 2013 alone (Strauss). So there is no question that e-cigarettes have been increasing in popularity in recent years. This has made e-cigarettes the forefront of a new trend.

This new trend is being fueled by the fact that e-cigarettes are socially acceptable and have become a hobby for some customers. The use e-cig, are also significantly healthier than regular cigarettes. These three causes have pushed the e-cig trend to new heights. A cause that is linked to the increase in popularity, are the massive differences in health impact compared with regular cigarettes. Lighting a traditional cigarette causes tobacco to burn, releasing smoke that contains nicotine, tar and another 4000 plus active chemicals (Cowell).

The user breathes in the smoke to deliver nicotine, tar and the additional chemicals to the lungs (Cowell). An electronic cigarette does not rely on this process. Instead, it heats a liquid that contains artificial flavors and /or nicotine (Cowell). The heat applied to the liquid converts the liquid to a vapor mist that the user inhales (Cowell). This is the reason why e-cigarettes are significantly healthier than regular tobacco cigarettes. Several health organizations like The Journal of Public Health and health professionals like Surgeon General Dr.

Richard Carmona, have backed up e-cigarettes (Klein). As senior public health official for President George W. Bush from 2002 to 2006, Dr. Carmona held strong opposition toward tobacco cigarettes (Klein). His research in the field of tobacco smoke found that second-hand smoke was a lot more dangerous than originally thought (Klein). This motivated Dr. Carmona, to start a campaign that highlighted the dangers of secondhand smoke and also supported a ban on all tobacco products (Klein). On May 2012, Dr. Carmona joined the board of directors for NJOY Inc. the nation's leading electronic cigarette company (Klein).

Because of this Dr. Carmona has shown that e-cigarettes are a legitimate alternative to traditional cigarettes and that are also socially acceptable (Klein). Public opinion has change completely from the glory days of smoking in 1950's. Tobacco smokers are now seen as having a horrible habit (Cheng). In cities all across the nation, stricter laws on tobacco use are being passed and in forced (Cheng). Recently all campuses of the University of California enacted a new policy that would ban all tobacco use on its properties (Cheng).

This trend clearly shows that people don't like smoking; this is where electronic cigarettes come into action. Electronic cigarettes offer a loophole for smokers (Cheng). E-cigarettes provide the nicotine that tobacco smokers crave without the alienating smell (Cheng). E-cigarettes also let smokers enjoy an e-cigarette without the harmful effects to themselves and the people around them (Cheng). This has led the market for e-cigarettes to grow from a few thousands of users in 2006 to several million nationwide in just a few years (Strauss).

E-cigarettes are now considered socially acceptable (Cheng). This lets smokers enjoy vaping almost anywhere, including bars and restaurants (Cheng). In recent years, Hollywood has taken it a step further and made vaping semi-fashionable. The entertainment industry's new habit is being taken up by "A" list actors such as Leonardo DiCaprio and Katherine Heigl; who have been spotted puffing on an e-cigarette in restaurants all around L. A. (Lovejoy). Katherine Heigl even showed off her personal vaporizer on "The Late Show With David Letterman" (Lovejoy).

Modern day pop culture has already intergraded electronic cigarettes in to mainstream. An example of this is seen in the movie thriller "The Tourist," where e-cigarettes make its highest profile appearance to date (Lovejoy). In the movie, Johnny Depp is seen puffing away on a train and even over dinner at a restaurant (Lovejoy). Hollywood and smoking used to be close friends back in back in the 1950's, but public pressure has mostly stigmatized onscreen smoking. Now vaping has reignited this relationship bring a nostalgic trend to the mainstream.

Electronic cigarette have increased in popularity so much so that the trend now caters to hobbyist too (Cheng). This is made possible because e-juice is available in non-nicotine flavors (Cheng). So there is no danger of becoming addicted, unlike regular tobacco cigarettes (Cowell). Also there are a wide variety of options for electronic cigarette devices that are customizable (Cheng). Not to mention the huge selection of e-juice flavors and accessories to the devices themselves (Cheng).

Customer preferences have different criteria for what a great e-cigarette is (Cheng). Some hobbyists prefer to have a large amount of vapor to replicate a cloud of smoke (Cheng). While others, are more into the range of flavors for e-juice (Cheng). Flavors and the ability to customize their own electronic cigarettes devices are one of the main things that hobbyist are most interested in about e-cigarettes (Cheng). Whether they like traditional tobacco flavor or want to try fun, fruity flavors, the options are almost limitless (Cheng).

This goes the same for customizable e-cigarettes, which lets hobbyist express themselves through their e-cigs. E-cigarettes have converted smoking from a nasty habit to a relaxing and fun hobby. There is no doubt that electronic cigarettes are the new trendy thing. Even President Obama has been known to use his personal vaporizer in the Capitol's hallways (Lovejoy). what attributed electronic cigarettes to become the new trendy thing are three causes. The first being, that e-cigs are significantly healthier than regular cigarettes.

This has started a massive movement of current tobacco smokers to switch to electronic cigarettes. The second revolves around the fact that e-cig are <https://assignbuster.com/electronic-cigarettes/>

now considered socially acceptable. This gives smokers the freedom to vape anywhere they want. Because of these two causes, electronic cigarettes have opened new possibility for hobbyist to enjoy a relaxing and fun hobby. These three cause have pushed electronic cigarettes to become the hot new topic, which has enable it to grow from thousands of users in 2006 to several million nationwide in just a few years (Strauss).