

An users apparently
do not have a means



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An electronic cigarette is basically a battery-charged device that produces inhaled shots of nicotine through vaporized solutions. It looks like a real cigarette in all aspect except for its non tobacco burning feature. By virtue of being non-flammable and non-tobacco commodity it is deem to have none of the detrimental effects pose by it traditional counterpart (What Is Electronic Cigarette par 1). Although the electronic cigarette has been associated with various benefits on the side of the smoker, this innovation poses certain hidden adverse effects to the smoker and the general public.

This paper seeks to examine the popular held misconceptions about the e-cigarette, and expose its negative aspect to the uninformed public. What are the commonly held misconceptions about the electronic cigarettes? E-cigarettes are acceptable for kids. This is not true because most dealers handle the sale of electronic cigarettes like they do the traditional tobacco cigarettes. There are a few e- cigarettes that are candy flavored thereby making numerous critics argue that they are meant for kids. Majority of the companies supplying the e-cigarette were developed by smokers who know well that the e-cigarettes are not meant for children. The notion to incorporate flavors such as menthol and tobacco are marketing approach aimed at grown-ups instead of children (electroniccigaretteusa. info par. 1).

Also, the misconception that electronic cigarettes are banned is untrue. This misinformation can be attributed to the antismoking crusade by certain groups opposed to the e-cigarette smoking. Critics may capitalize on the idea that when the public is convinced about the illegality of the commodity, they may shy away from buying them (electroniccigaretteusa. info par 2).

Electroniccigaretteusa (par.

3) further argue that certain critics suppose that the content of the e-cigarette is unknown. However, each electronic cigarette kit has a literature on what precisely is being presented. Any procurement of ingredients is undertaken with credible manufacturers fully with lab testimonies to include an array of ingredients. Nevertheless, there are those who swear not to know the contents of the vapor. Vapor assessment has been undertaken and the outcomes have been very desirable. The content is purely water still many are adamant to accept that such assessment has been performed. The other misconception is that e-cigarettes aid a person to quit smoking. This is not true since smoking is a habit which incorporates other actions besides the mere burning of tobacco, including hand to mouth gesture, inhalation, as well as the exhalation.

The electronic cigarette eliminates only tobacco combustion. Thus the smokers observe that they can really switch from the traditional; cigarettes to electronic cigarettes, and then back to the traditional tobacco cigarettes without any difficulty (electroniccigaretteusa. info par 4). Do the electronic cigarettes pose any health implications to the consumer as well as the general public? Few studies have been undertaken to establish the health implication of the e-cigarettes. Thus little is known about the health risks of electronic cigarettes. The Food and Drug Administration (FDA) has liaison with other health specialist to caution consumers concerning the health risk associated with-cigarettes (Food Drug Administration [FDA] 1).

The FDA deals with the safety of these commodities and the manner they are presented to the public. Particularly, the agency approaches this concern from three perspectives, including; (a) electronic cigarettes may

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aggravate nicotine addiction in youth and may lure kids to experience with other tobacco commodities, including traditional cigarettes, which are associated with fatal diseases and lead to early death; (b) the commodity may have ingredients that are proven to be detrimental to human health being; (c) since the research on the safety and usefulness of the named products for their anticipated utility have not been presented to the FDA, users apparently do not have a means for establishing the safety of this product for the intended use, and the type or concentration of harmful substance, or what amount of nicotine they inhale with the every use of this products. The prospective health implications posed by the consumption of electronic cigarettes were addressed in a teleconference at national Center for Disease Control and prevention, on July 22, 2009 between the representatives of various expert organizations including, FDA, American Academy of Pediatrics Tobacco Consortium, University of Southern California's Institute for Global Health, and Office on Smoking and Health.

The conference members emphasized the significance of the parents in being conscious of the safety and marketing issues surrounding the e-cigarettes. It was highlighted that parents may desire to inform their children and adolescent about the uncertainty of using this product. Of particular interest for the parents is the fact that e-cigarettes are introduced into the market devoid of any lawful age limitations, and come in varied flavors including mint, strawberry, and chocolate, which may appeal to children and teenagers.

Also, the commodity does not carry any health cautions found in their FDA-approved nicotine substitute commodities or traditional cigarettes (FDA 2).

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Further, the author affirms that in the course of the phone forum, which involved the news media, FDA proclaimed the outcomes from a laboratory assessment that portrays that e-cigarette expose consumers to detrimental chemical constituents. FDA's Division of Pharmaceutical Analysis analyzed the constituents in a petite sample of cartridges from two big brands of electronic cigarettes samples. A unit sample was discovered to include diethylene glycol, which is a lethal substance used in antifreeze.

Various other samples were discovered to include carcinogens such as nitrosamines. FDA (2) argues that it has been inspecting and arresting shipments of electronic cigarettes entering the border and has realized that the product it has inspected satisfies the definition of a mixture drug commodity in terms of the Federal Food, Drug, and Cosmetic Act. However, the agency has encountered problems with respect to its rule over specific e-cigarettes in a case in a federal district court.

The prerequisite for further studies into the long-term health implications of e-cigarettes has been underscored by researchers in the British Medical Journal. Many expert organizations have expressed their dissatisfaction with the amount of research on the safety of these products (Cancer Research UK par. 2).

Nevertheless, minimal researches have been conducted into the health consequences of smoking electronic cigarettes and those that have been documented have arrived at discordant conclusions. For example, one research by the FDA of the United States, revealed that the content of nicotine present in each puff often contrast the amount indicated in the

label, requiring the agency to take drastic measures against the product. Inversely, Health New Zealand (HNZ) discovered that the labeling on electronic cigarettes were consistent with their actual nicotine concentration. Therefore the FDA proposed that e-cigarettes can actually be detrimental, although the HNZ maintained that their use is relatively safer than the traditional tobacco cigarettes (cancer research UK par 11). Borrowing from the words of Jean king (cancer research UK director), there has been limited research documentation on the safety of e-cigarettes. Also, there is limited regulation to control e-cigarettes or their marketing.

Thus the only means to ascertain the usefulness or harmfulness of this product is by conducting comprehensive studies on the product.

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