



7<sup>th</sup> December 2010

Dear Sir,

In your online publication this morning, in the 'Life & Style/Health & Families' section, you published an article entitled '*More bad news for E-cigarettes*'. I am writing to you on behalf of the Electronic Cigarette Industry Trade Association (ECITA) Ltd, and hope to set the record straight, since there are some significant inaccuracies in your report.

It is illegal to advertise electronic cigarettes as a smoking cessation device, since this is deemed (in law) to be a medical claim, and therefore requires a Marketing Authorisation from the MHRA. No electronic cigarette company has such a thing, nor is it an appropriate route for these products. Electronic cigarettes are simply a much safer alternative way to smoke, when compared to smoking cigarettes, which require combustion, so that the user is exposed to the myriad toxic by-products of burning.

ECITA members abide by a very strict Code of Conduct, which insists upon absolute compliance with the relevant regulatory laws which apply to electronic cigarette products. This includes very specific labelling and packaging requirements to ensure public safety. ECITA works very closely with our regulators, Trading Standards, whose Head of Product Safety said:

*"I believe that the current state of knowledge about potential hazards and the risks of these causing harm are adequately address by the GPSR regulatory framework. The thing we are certain of on current evidence is that it is far safer than traditional tobacco based nicotine delivery systems."*

Electronic  
Cigarette  
Industry  
Trade  
Association



The industry standard of excellence

It is also important to note that the so-called “harm reduction cigarettes” mentioned in your article are also combustible products, and are entirely different from electronic cigarettes, which merely vaporise a nicotine-containing liquid. There are no similarities between these two entirely different types of product. If consumers have any concerns at all, they should look for the ECITA logo, which guarantees that the Industry Standard of Excellence is being adhered to.

We trust that the reputation of the Independent for fact-based journalism will be vindicated by the publication of this information.

Yours faithfully,

Katherine Devlin  
Operations Manager  
ECITA Ltd