
FDA's Latest Marketing Denial Order for Menthol E-Cigarette Products Underscores Its Continued Commitment to Sound Science

Statement by CEO and President Robin Koval

WASHINGTON, D.C. (March 17, 2023) – [Truth Initiative](#) applauds the Food and Drug Administration's (FDA) latest announcement issuing market denial orders (MDOs) for two menthol e-cigarette products, requiring their immediate removal from the U.S. consumer market. Menthol and all flavored tobacco products play an indisputable role in youth tobacco initiation. The order against Big Tobacco's R.J. Reynolds Vapor Company's Vuse Solo brand, specifically the Vuse Replacement Cartridge Menthol 4.8% G1 and the Vuse Replacement Cartridge Menthol 4.8% G2, shows that sound science leads the way in protecting young people from these highly addictive products.

This latest action – the [second](#) against R.J. Reynolds Vapor Company in the past several months – demonstrates that Dr. Brian King and the FDA are committed to consistent action regarding all flavored e-cigarettes, and in particular menthol e-cigarettes that protects public health. Menthol, both on its own and in combination with nicotine, alters the nicotine receptors in the brain and can contribute to nicotine dependence. It has also been shown to increase the intensity of nicotine's reinforcing effects and withdrawal symptoms, making it easier to start and harder to quit.

The most recent data from the 2022 National Youth Tobacco Survey indicated that 26.6% of middle and high school students who use flavored e-cigarettes use menthol. Findings [published in Tobacco Control](#) in July 2022 by CDC Foundation in collaboration with Truth Initiative show that [sales of e-cigarettes in "cooling" flavors](#) like menthol, ice, cool, frost, chill, or freeze rose by nearly 700%, and their U.S. market share doubled to 55% between 2017 and 2021, making the FDA's decision ever more critical and timely given the on-going youth e-cigarette crisis.

We encourage the agency to accelerate and complete their review of all remaining e-cigarettes, especially those with the largest market share – including Vuse Alto, which is now the #1 e-cigarette brand and one young people list as a product they use – in order to keep these addictive products out of the hands of young people moving forward.

About Truth Initiative®

Truth Initiative is a national public health organization dedicated to achieving a culture where all young people reject smoking, vaping and nicotine and a future



where tobacco and nicotine addiction are a thing of the past. In 2020, we celebrated 20 years of saving lives and preventing millions of youth from smoking. Our impact has helped drive the teen smoking rate down from 23% in 2000 to under 3% in 2021. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized **truth**[®] public education campaign. As youth e-cigarette use threatens to addict a new generation to nicotine, we are leading the fight against tobacco and nicotine addiction in all forms. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco, and innovation in tobacco dependence treatment are also helping to end one of the most critical public health battles of our time. Based in Washington D.C., our organization, formerly known as the American Legacy Foundation, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more, visit truthinitiative.org.

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