

Possible New FDA Rule Could Hurt Tobacco Retailers and Wholesalers:

The Food and Drug Administration (FDA) is considering a possible new rule that would **essentially ban all cigarettes on the market today**—by mandating that the levels of nicotine be nearly 98 percent lower than they are currently—before allowing for a new market of less harmful tobacco products to be established. FDA admits there is much more work to be done before this sort of limit could be imposed – more science and more understanding on the larger economic impact it may have.

Without giving adult smokers more alternative, less harmful tobacco product options—as well as truthful, accurate information about the benefits of switching to them—this possible new standard **could hurt tobacco retailers and wholesalers, is unfair to adult tobacco consumers, and may not even be achievable.**

The FDA is currently accepting public comment on this possible rule. **If you are concerned about how this issue might impact your business, your voice is vital to the discussion!**

Visit [TobaccoIssues.com/Nicotine](https://www.tobaccoissues.com/nicotine) **today to submit your comments and contact your Members of Congress!**

Submitting Comments to the FDA:

Make sure the FDA knows:

- **If the FDA moves forward with this possible rule, it would be a de facto ban on all cigarettes currently on the market.** There are no cigarettes on the market today that meet these unreasonable standards—and they may not even be technically achievable.
- If enacted without giving smokers a significant increase in alternative, less harmful tobacco product options and truthful and accurate information about the benefits of switching to them, **this new possible new standard could hurt my business and the entire economy.** As a retailer or wholesaler, this rule could negatively impact my business as well as other local businesses, ultimately threatening the economy of our entire region.
- This is another example of **the government trying to solve a problem by restricting choice rather than by giving adults more alternatives.** It is unfair to restrict adult tobacco consumers' ability to choose the legal tobacco products they prefer without having widespread access to and information about alternative, less harmful tobacco products.
- **The science currently isn't there.** There isn't nearly enough science or research today that supports reducing nicotine in cigarettes by 98 percent. As the FDA has stated, they must do much more scientific research to understand if a regulation like this would work. The science must support it before this sort of restriction should go into effect.
- Effectively banning the products adult tobacco consumers prefer without giving smokers more alternative, less harmful tobacco product options would **create new demand for black market products, and result in increased trafficking**, crime, and other illegal activity.

Contacting Your Members of Congress:

Let your Senators and Representative know:

- Members of Congress should encourage the Trump Administration not to move forward with this possible rule because it may be technically unachievable and could have a serious negative economic impact on U.S. jobs.