Youth Nicotine Addiction: Strategic Regulation Defiance by the Disposable Electronic Nicotine Delivery System (ENDS) Industry

Griffin Riggs, BA Candidate and Dr. Terry David Church, DRSc, MA, MS
Category: Social Sciences

Introduction
Objective: Examination of federal, state, and local regulation in identifying factors contributing to the growing popularity of disposable Electronic Nicotine Delivery Systems (ENDS) furthering youth nicotine addiction.

Background: Puff Bar - A Flavored Disposable ENDS

Methods
Disposable ENDS are easily obtainable and attractive for youth nicotine users
ENDS regulations from FDA.gov
Information about Disposable ENDS from sources across the internet
Primary and secondary sources for Youth Nicotine Addiction Statistics and risk factors

Results
• In July 2020, a distributor of Puff Bars, received a warning letter for failure to comply with FDA regulations:
  • Manufacturing a new tobacco product without a Premarket Tobacco Application
  • Selling Puff Bars in flavors other than menthol and tobacco
  • Marketing Puff Bars, on puffbar.com, as a safer alternative to smoking
  • A Google search of “Puff Bar” yields 71,000,000 results
  • Of the 16 websites selling Puff Bars on the first two Google search pages, all but one, puffbar.com, sell additional brands of disposable ENDS
  • Puff Bars are sold wholesale from Chinese manufacturers without e-liquid meaning a distributor would need to fill them with e-liquid

Conclusions
Puфф Bars continue to be sold both online and in stores across the U.S.

5 Factors Contributing to the Popularity of Disposable ENDS
Multiple Vendors
Easy to Use
Fun Flavors and Colors
Easy Online and In-Store Purchases
Reduce Perception of Harm
Lead to More Use

Retailers selling disposable ENDS and expanded tracking of supply chains of illegal disposable ENDS by regulatory agencies is warranted.

References

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