

E-Cigarettes Reputation As Safe Alternative To Tobacco Is Just More Smoke and Mirrors

The dangers of e-cigarettes exposed by a new study showing e-cigarettes can cause cancer and the realization that many of the “safe” flavorings added can be toxic or have not been tested as an inhalant add up to one conclusion – they are simply not safe.

For many who remember the long battles that took place between the tobacco industry and public health advocates, it will come as no surprise that inhaling a cocktail of nicotine and untested flavorings will have long-term health effects. Unfortunately though the new industry of e-cigarettes has been aggressively marketing these products as a safe alternative to smoking tobacco.

What is especially troubling is that many of these companies have developed products with flavors designed to appeal to minors along with marketing campaigns. Others have promoted e-cigarettes as a safe way for smokers to quit using tobacco when in reality they may just be prolonging the nicotine use, as well as exposing their lungs to a whole new group of toxic substances in the form of flavorings and additives.

In fact, the American Cancer Society found more than half the e-cigarettes they tested contained known cancer-causing substances in addition to the nicotine. One brand of e-cigarette contained a chemical called diethylene glycol, a toxic ingredient found in antifreeze.

A survey by the CDC found that e-cigarettes use by middle school and high school students has doubled between 2011 and 2012, exposing many more young people to addictive nicotine and other unknown substances used as flavorings.

If anything should raise alarm bells it may be the questions raised by an analyst from investment giant Morgan Stanley. The analyst expressed concern that the FDA would soon be placing the industry under more strict regulation because of the evidence that e-cigarettes can indeed cause cancer. If the fox in the henhouse is concerned about losing investor profits from the true nature of the product becoming common knowledge, that's never a good sign.

As a [personal injury lawyer](#) serving the Florida public since 1982, I have been witness to the damage corporate greed can cause to an uninformed public time and time again, and I fear e-cigarettes are no different. It is becoming increasingly clear that these are just as harmful as normal cigarettes and the e-cigarette industry is marketing to teens by offering numerous flavors to attract the young. Clearly new regulations are needed to prevent this dangerous attack on our children.

Summary:

- [Study indicates nicotine-laced vapor caused cancer in human cells
- [E-cigarettes contain other substances known to be harmful
- [Companies using flavors and false sense of a safe product to market to young people
- [E-cigarette use by grade-school students has doubled
- [E-cigarettes do not have labels stating their contents
- [Flavorings and other ingredients may be safe for consumption but unsafe for inhaling

