
Truth Initiative applauds FDA issuing marketing denial orders for flavored Vuse Alto products

Statement by Kathy Crosby, Truth Initiative President and CEO

WASHINGTON, D.C. (October 13, 2023) – We applaud the [Food and Drug Administration's](#) (FDA) decision to issue marketing denial orders (MDOs) for six R.J. Reynolds Vapor Company's Vuse Alto brand flavored e-cigarette products, including three menthol-flavored varieties. This is a strong move in favor of public health and represents a significant, science-based step to protect young people from these tobacco products containing highly addictive nicotine.

According to the CDC, Vuse is the most commonly sold e-cigarette brand in the United States, and Vuse Alto is the company's most popular sub-brand. Based on the most recent National Youth Tobacco Survey (NYTS) data, Vuse e-cigarettes are the second most commonly reported e-cigarette brand used by U.S. youth since 2021. These latest MDOs are a major step in combatting the youth e-cigarette crisis.

According to the [2022 NYTS](#), 26.6% of middle and high school students who use flavored e-cigarettes use menthol, such as three of the six products issued MDOs today. Findings published in [Tobacco Control](#) in July 2022 by the 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. And with [overall e-cigarette monthly unit sales](#) on the rise, including sales of youth-appealing flavors such as fruit, candy, and desserts, it is critical to take action on this front as soon as possible.

There is more work to do on all flavored commercial tobacco products. Decades of research show that the tobacco industry's use of flavors can make nicotine products more appealing to young people, putting their physical and mental health at risk. Of middle and high school students who use e-cigarettes, nearly 85% use flavored products. Further, half of all young people who ever tried smoking started with menthol, which makes it easier to start and harder to quit.

Actions like these latest MDOs are a sign of the FDA's commitment to protecting public health and we look forward to the agency's continued work to ensure that only products that are truly appropriate for the protection of public health are available in U.S. markets. Together, we can keep these flavored products out of



the hands of young people and move towards a future free from commercial tobacco and nicotine addiction.

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 commercial tobacco and nicotine addiction are a thing of the past. Our impact has helped drive youth smoking prevalence down from 23% in 2000 to a historic low of 2% in 2022. 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 put a new generation at risk, we are leading the fight against tobacco and nicotine addiction in all forms. Our first-of-its-kind, text message quit vaping program *This Is Quitting* has enrolled over 648,000 young people nationwide and our youth e-cigarette prevention curriculum *Vaping: Know the truth*® is being used in more than 9,000 schools nationwide. 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 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.

###