

The Editor,
The Sunday Observer
August 18, 2010

Dear Editor,

Kindly allow me to respond to an advertisement entitled "Smoke Anywhere" that was carried in your Sunday Observer on August 15, 2010.

Yours truly,

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(Member of the Jamaica Coalition on Tobacco Control

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Smoke Anywhere - Let's examine the e-cigarette's safety

The need As Cigarettes are losing social acceptance world-wide because it kills up to one in every 2 regular users and harms and kills secondhand smokers, the **e-cigarette industry** has emerged to maintain the look, feel and taste of a cigarette with a cigarette-like device that will keep this industry and the tobacco industry in business.

Nicotine will ensure this. What is a cigarette without nicotine? What is an e-cigarette without nicotine? What is an e-cigarette?

The e-cigarette?

It's a battery-powered tube that mixes a nicotine cartridge with propylene glycol, delivering it in a controlled way while you suck on the end (as you would tobacco). The amount of Nicotine in each e-cigarette is variable and may not correspond to the label. There are other ingredients in the e-cigarette that may not be declared by the manufacturers. The cartridges come in different strengths, and can come in different flavors (cookies and cream, strawberry, vanilla).

- **Both Nicotine and Propylene glycol are poisons that affect the smoker. The e-cigarette smokers pollute the air with nicotine, propylene glycol and other declared and undeclared substances put in by different manufacturers. Propylene glycol has been documented to be a skin irritant and may lead to brain, liver, kidney damage, cancer, allergies and nerve toxicity.** Studies need to be done on persons who use the e-cigarette to document the various illnesses over the years. It took over 20 years of follow-up of cigarette smokers and second-hand smokers to determine the damage caused by cigarettes.

E-cigarettes' target market?

Smokers and non-smokers; all ages, especially youth; both sexes; gullible persons; persons who would like to quit smoking.

Why that target market?

- **To create a nation of addicts as a source of income for manufacturers and retailers.**
- Non-smokers as new clients to get them hooked on Nicotine; **to perpetuate the purchase of both e-cigarette as well as cigarette.**
- Persons who want to quit smoking cigarettes- to encourage swapping cigarettes for e-cigarettes; then to swap e-cigarettes for cigarettes as cigarettes would work out cheaper per unit and the persons are still addicted to nicotine. Perfect trap!!!
- Smoke-free environments: By creating a perception of social acceptance for the e-cigarette- (e.g. an advertisement in the Sunday Observer, 15 August, 2010)" smoke anywhere - it may **look like...** and it may **taste like a cigarette**. But this premier electronic smoking device is not a cigarette. There is no carbon monoxide, no odor, no pollution, no tobacco, no tar, and no second-hand smoke". **However, e-cigarettes pollute the air with nicotine, propylene glycol and other declared and undeclared substances put in by different manufacturers.**

The e-cigarette has been banned in Australia, Brazil, Canada, Finland, Panama, Singapore, Oregon (USA) and other countries have it under review.

About Nicotine

Nicotine is extremely addictive. It reaches the brain in less than ten seconds and takes over control. Research shows that nicotine is also a powerful vasoconstrictor that decreases blood flow to the brain especially to the temporal lobes affecting a person's ability to focus. The overall decreased activity caused by nicotine makes people use more and more to get the same effect. Their brains become unhealthy. They end up chasing a self-induced problem. Blood flow is also decreased to the heart and increases the risk for heart attacks and poor circulation to other parts of the body.

If you want full access to your brain, don't smoke. Nicotine is cleared from the body in three days. Shortly after you stop smoking, blood flow to the brain increases, although long-term smokers have overall marked decreased activity. Blood flow to other areas of the body also improves.

Secondhand smokers are also affected by nicotine. Places that have banned smoking in public places have reported a decline in the admissions for heart attack among this population.

Nicotine is also the gateway to substance abuse and may magnify the negative effects of other substances such as alcohol, marijuana, methamphetamine and cocaine which are associated with

violent behavior and which cause abnormal perfusion patterns in the areas of the brain that have been associated with violent behavior. Think how smoke-free environments will help Jamaica rebuild.

Is the e-cigarette a quit method? No.

For assistance to quit call the Jamaica Cancer Society at 876-927-4265.

Do not be conned.

Keep your brain Nicotine- free. Live powerfully now.

Do not smoke anything, anywhere.

Written by Dr. Aldyth Buckland

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