Electronic nicotine delivery systems such as e-cigarettes have been developed and advertised as safer alternatives to traditional tobacco cigarettes. Aggressive marketing strategies, as well as misleading claims by manufacturers, have largely contributed to the belief that e-cigarettes are harmless.

In reality, e-cigarettes are far from innocuous. E-cigarette solutions and aerosols generally contain harmful substances that are commonly found in tobacco cigarette emissions. A growing body of literature suggests that e-cigarettes are associated with an increased risk of cardiovascular morbidity and mortality. In addition, the effectiveness of e-cigarettes as smoking cessation tools has yet to be determined. Concerningly, most smokers do not give up on tobacco cigarettes and eventually become dual users.

Unregulated, e-cigarettes constitute a serious threat to established tobacco control policies. Fortunately, many countries have demonstrated that strong regulations were effective in protecting their populations from the dangers of e-cigarettes. The World Heart Federation recommends applying the precautionary principle and a set of measures to protect vulnerable populations, prevent exposure to second-hand smoking, and address misleading claims.

EXECUTIVE SUMMARY

Tobacco is widely recognized as a leading cause of cardiovascular morbidity and mortality, accounting for approximately 17 percent of all cardiovascular disease deaths globally.

In this regard, we recommend that governments, policymakers, and other relevant stakeholders enact or support the following measures, among others:

- Prohibit the sale and distribution of e-cigarettes to minors, as well as the use of flavouring agents
- Prohibit the use of e-cigarettes anywhere tobacco cigarettes have been banned
- Prohibit marketing, advertising, and misleading claims regarding e-cigarettes
- Apply excise taxes on e-cigarettes
- Conduct more research regarding the long-term effects of e-cigarettes on cardiovascular health.

Lastly, countries that have banned the commercialization of e-cigarettes should maintain these measures.
The World Heart Federation recommends the following measures:-

REGARDING RESEARCH AND STUDIES ON THE CARDIOVASCULAR EFFECTS OF ELECTRONIC CIGARETTES:

**RECOMMENDATIONS**

- Conduct more research regarding the long-term effects of e-cigarettes on cardiovascular health
- Medical and scientific journals should desist from publishing, and presenting at congress, studies funded by the tobacco industry

**REASONS**

- To close the knowledge gap regarding the long-term effects of e-cigarettes on the cardiovascular system
- To prevent biased study results
- To prevent conflicts of interest
- To ensure transparency

The World Heart Federation recommends the following measures:-

TO PREVENT THE INITIATION AND UPTAKE OF ELECTRONIC CIGARETTES BY NON-SMOKERS AND YOUNG POPULATIONS:

**RECOMMENDATIONS**

- Prohibit the sale and distribution of e-cigarettes to minors
- Prohibit flavouring agents
- Prohibit online sales of e-cigarettes
- Require labelling and health warning on the packages of e-cigarettes
- Apply excise taxes on e-cigarettes
- Educate teachers and parents

**REASONS**

- To bring to an end the use of e-cigarettes by minors
- To make e-cigarettes less appealing to young populations
- To prevent the use of constituents that can be potentially harmful and unsafe for inhalation
- To facilitate the regulation of e-cigarette solutions
- To warn consumers about the potential dangers of e-cigarettes
- To replicate a proven strategy used against tobacco cigarettes
- To ensure child-resistant packaging
- To make e-cigarettes unaffordable to youth
- To raise income for governments
- To address the e-cigarette epidemic in middle and high schools
The World Heart Federation recommends the following measures:

**TO PROTECT THE GENERAL POPULATION FROM THE SECOND-HAND SMOKING OF ELECTRONIC CIGARETTES:**

**RECOMMENDATIONS**

- Prohibit the use of e-cigarettes anywhere tobacco cigarettes have been banned

**REASONS**

- To reinforce smoke-free legislations in both public places and indoors

**TO ADDRESS AGGRESSIVE MARKETING STRATEGIES AND MISLEADING CLAIMS REGARDING ELECTRONIC CIGARETTES:**

**RECOMMENDATIONS**

- Prohibit marketing, advertising, and misleading claims regarding e-cigarettes

**REASONS**

- To reduce exposure to aggressive marketing strategies and advertisements
- To replicate a proven strategy used against tobacco cigarettes
- To prevent misleading claims that could encourage consumers to use a potentially harmful product
- To prevent misleading claims regarding the innocuousness of e-cigarettes
- To prevent misleading claims regarding the addictive nature of e-cigarettes
- To prevent misleading claims regarding the effectiveness of e-cigarettes as smoking cessation tools

- Continue to monitor marketing, advertising, and misleading claims regarding e-cigarettes

**REASONS**

- To reinforce the prohibition law
- To ensure regulatory compliance
- To minimize and prevent interferences from the tobacco industry with regard to marketing and advertising
VISIT WWW.WORLDHEART.ORG/TOBACCO
TO READ THE FULL POLICY BRIEF AND LEARN MORE
ABOUT E-CIGARETTES: A NEW THREAT TO
CARDIOVASCULAR HEALTH