

## E-Cigarette Marketing to Youth in House Panel's Sights

By Shira Stein

Posted March 6, 2019, 3:50 PM

- Oversight subcommittee considers scrutinizing manufacturers
- Executives could be summoned to Capitol Hill

A powerful House panel is hoping to scrutinize how e-cigarette companies are targeting their marketing to teenagers, its chairwoman said in an interview.

Rep. Diana DeGette (D-Colo.) said March 6 she would like to do this investigation, but it's a matter of having the time to do so. The House Energy and Commerce Oversight subcommittee is already looking into the high cost of prescription drug prices; vaccinations and the measles outbreak; the Trump administration's family separation policy; and Medicaid abortion coverage.

DeGette revealed her interest in reviewing the issue the day after Food and Drug Administration Commissioner Scott Gottlieb, who made the growing use of e-cigarettes by youth a major target, announced that he is resigning.

The subcommittee would likely bring in executives from JUUL Labs Inc. and other companies manufacturing e-cigarettes if they launch an investigation.

DeGette said this would be a natural extension of the investigation the committee did into cigarette marketing in 2012.

DeGette announced March 4 that she would introduce legislation to ban the sale or manufacture of certain flavors used in e-cigarettes.

"There is no legitimate reason to sell any product with names such as cotton candy or tutti-frutti, unless you are trying to market it to children," DeGette said in a statement. "If we're going to address the root cause of this problem, we have to start by banning the sale of these enticing kid-friendly nicotine flavors."

To contact the reporter on this story: Shira Stein in Washington at [sstein@bloomberglaw.com](mailto:sstein@bloomberglaw.com)

To contact the editors responsible for this story: Fawn Johnson at [fjohnson@bloomberglaw.com](mailto:fjohnson@bloomberglaw.com); Todd Leeuwenburgh at [tleeuwenburgh@bloomberglaw.com](mailto:tleeuwenburgh@bloomberglaw.com)

© 2019 The Bureau of National Affairs, Inc. All Rights Reserved

