HOW TO REPORT ECIG HEALTH CLAIMS:

To report cessation or health claims by e-cigarette companies to the FDA Center for Drug Evaluation and Research (CDER) is: CDEREXSEC@cder.fda.gov. Alternatively, reporters can use this generic online form: http://www.accessdata.fda.gov/scripts/email/cder/comment.cfm

It may be useful to also share these reports with FDA Center for Tobacco Products (CTP) at this address: CTPCompliance@FDA.hhs.gov or using their online form: https://www.accessdata.fda.gov/scripts/ptvr/index.cfm.

Such false product claims may also be of interest to the RI state attorney general's consumer protection division and should be reported there as well.