

Press Release

April 7, 2025

FOR IMMEDIATE RELEASE

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### **SAFE Glen Cove Coalition: Tobacco Free Victory for Kids**

A recent report from Campaign for Tobacco Free Kids says the Supreme Court has upheld the Food and Drug Administration's (FDA) action against flavored e-cigarettes. The FDA has denied marketing applications for nicotine e-liquids with kid-friendly flavors like "Jimmy the Juice Man Peachy Strawberry" and "Killer Kustard Blueberry" to name a few.

The ruling in *FDA v. Triton Distribution* is a major victory for the health of America's kids and efforts to protect them from the flavored e-cigarettes that have fueled a youth nicotine addiction crisis. It affirms that the FDA's decisions to take flavored e-cigarettes off the market have been legally and scientifically sound and should encourage the FDA to stay the course. This ruling is significant because the FDA has similarly denied marketing applications for over 26 million flavored e-cigarette products based on the overwhelming evidence that flavored products appeal to kids and pose significant risks to their health.

The FDA concluded that manufacturers had failed to produce sufficient evidence that these products would provide benefits in helping smokers quit outweigh the substantial risks they pose to youth and therefore failed to demonstrate that the products would be appropriate for the protection of public health, as required by law.

Advocacy must continue. While youth e-cigarette use has fallen sharply in the U.S., it remains a serious public health problem driven by flavored products. According to the 2024 National Youth Tobacco Survey, over 1.6 million kids still use e-cigarettes and nearly 90% of them use flavored products. E-cigarettes expose kids to massive doses of highly addictive nicotine, which can harm developing brains, and to toxic chemicals such as formaldehyde, lead and benzene.

While the FDA has authorized the sale of only 34 e-cigarette products, manufacturers continue to flood the market with thousands of illegal, unauthorized products.

To put an end to this, Campaign for Tobacco-Free Kids is pushing the FDA to deny marketing applications for flavored e-cigarettes and step up enforcement efforts to clear the market of illegal products.

The Campaign for Tobacco-Free Kids and the [Tobacco-Free Kids Action Fund](#) are the leading advocacy organizations working to reduce tobacco use and its deadly consequences in the United States and around the world. For more information, please visit [www.tobaccofreekids.org](http://www.tobaccofreekids.org).

Keep aware, stay informed and avoid unhealthy behaviors. “Live SAFE”. The SAFE Glen Cove Coalition works diligently to protect youth and inform parents through prevention education to avoid the negative consequence of nicotine addiction.

SAFE, Inc. is the only alcohol and substance abuse prevention, intervention, and education agency in the City of Glen Cove. The Coalition is concerned with all combustible and electronic products with tobacco. The Agency employs environmental strategies to educate and update the community regarding the negative consequences of smoking and vaping. To learn more about the SAFE Glen Cove Coalition please follow [www.facebook.com/safeglencovecoalition](https://www.facebook.com/safeglencovecoalition) or to learn more about electronic products visit the Youth and Tobacco Use and Vaping Facts and Myths Pages of SAFE’s website to learn more about how tobacco is detrimental to your health at [www.safeglencove.org](http://www.safeglencove.org).

**Today’s ruling provides major momentum for our campaign.**