

Teen Vaping Has Hit 'Epidemic Proportions,' FDA Leader Says in Enforcement Call

By [Evie Blad](#) on [September 12, 2018 12:19 PM](#) | [No comments](#)

Youth use of electronic cigarettes "has reached an epidemic proportion," the leader of the Food and Drug Administration said Wednesday.

He gave the manufacturers of popular vaping devices, like Juul, 60 days to make plans **to limit their sales to minors** or risk seeing their products pulled from the market pending new regulations. He also announced new enforcement actions against retailers who sell the products.

"We're committed to the comprehensive approach to address addiction to nicotine that we announced last year," FDA Commissioner Scott Gottlieb said. But at the same time, we see clear signs that youth use of electronic cigarettes has reached an epidemic proportion, and we must adjust certain aspects of our comprehensive strategy to stem this clear and present danger.

Vaping products are popular among adults who use them as an off-ramp to quit smoking traditional cigarettes. But public health experts warn they have a thriving secondary market among young people, who may become addicted to the nicotine devices even if they have never smoked a traditional cigarette.

As **Education Week** has reported, schools have struggled to detect small vaping devices, like the Juul, and to keep students from carrying them—or even using them—in their hallways, bathrooms, and classrooms.

Among the concerns Gottlieb highlighted: Some e-cigarette flavors seem targeted at young people, and e-cigarette companies that sell their products online may be prone to "straw purchases," in which one person buys a large quantity of devices to offer them for resale to underage users.

Related:

- ['Juuling' Craze: Schools Scramble to Deal With Student Vaping](#)

Follow [@evieblad](#) on Twitter or [subscribe to Rules for Engagement](#) to get blog posts delivered directly to your inbox.

Categories: [School Health, Child Health](#) [Student Drug and Alcohol Use](#)

Tags: [drugs and alcohol](#) [health](#) [Juul](#) [juuling](#) [prevention](#) [smoking](#) [vaping](#)