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ATTORNEY GENERAL RAOUL APPLAUDS COMMITTEE PASSAGE OF BILL TO PROTECT CHILDREN FROM THE HARMS OF ELECTRONIC CIGARETTES

Chicago — Attorney General Kwame Raoul applauded an Illinois Senate committee's passage of his legislation to protect children in Illinois from the harms of electronic cigarettes.

Senate Bill 512, which passed out of the Senate Executive Committee, was initiated by Raoul and sponsored by Sen. Julie Morrison to better regulate the marketing and sale of e-cigarettes. The legislation restricts e-cigarette advertising and regulates the sale of e-cigarettes and accessories and would give the Attorney General's office and law enforcement agencies both criminal and civil authority to hold violators accountable.

"We must do everything we can to keep e-cigarettes and accessories out of the hands of young people, and part of that is prohibiting manufacturers from marketing products using cartoons and images clearly designed to appeal to youth," Raoul said. "I appreciate the Senate Executive Committee's passage of this legislation, and I urge the full Senate to support this effort to address the youth smoking epidemic by passing Senate Bill 512."

"We need to ensure that, similar to other tobacco products, e-cigarettes are not marketed toward children," Morrison said. "I appreciate Attorney General Raoul's leadership on this legislation aimed at ending manufacturers' practice of tailoring advertisements to appeal to children."

The legislation would prohibit advertisements and marketing materials from being directed at people younger than 21 by including cartoons; images from video games, movies, videos; and other media that appeals to youth. Senate Bill 512 also would restrict advertising that promotes e-cigarettes as a smoking cessation product or a low-risk alternative to tobacco unless the FDA has approved the products for those uses.

The legislation also would prohibit sales of adulterated electronic cigarettes or e-cigarettes that contain specific harmful chemicals or additives. Furthermore, retailers would be required to take certain steps to ensure that purchasers are at least 21 years old. To that end, the legislation also includes a requirement that online orders be paid by check or a credit card with the customer's name to prevent underage purchases.

Attorney General Raoul's legislation is the latest action the Attorney General's office has taken to hold e-cigarette manufacturers accountable for epidemic usage levels among youth and teens. Last year, Attorney General Raoul filed a lawsuit against Juice Man LLC over allegations the company allegedly developed and marketed its products to attract minors. In 2019, Raoul's office filed a lawsuit against the nation's largest e-cigarette manufacturer, JUUL Labs, and the litigation is ongoing. The Attorney General's office is continuing to look into other e-cigarette manufacturers as part of an ongoing investigation into the e-cigarette industry. Additionally, Raoul has urged the FDA to ban flavored tobacco products and to strengthen e-cigarette guidance by prioritizing enforcement actions against flavored e-cigarettes.

For more information and free resources to help quit tobacco, please visit the Illinois Tobacco [Quitline website](#) or call 1-866-QUIT-YES.

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