

## Electronic cigarettes

The distributors of electronic cheap cigarettes should stop claiming therapeutic effects until they are proven. Contrary to what is assumed in the publicity of some distributors of electronic discount cigarettes, the World Health Organization (WHO) is not considering cheap cigarettes to be a legitimate treatment for those trying to quit smoking .

Free Initiative Snuff: The typical electronic cigarette is made of stainless steel, has a camera with liquid nicotine in different concentrations, is powered by a rechargeable cheap battery and resembles a real cigarette. The user sets as you would a real cigarette, but it turns on and produces no smoke, but a warm light mist which is absorbed in the lungs.

The electronic cigarette, developed in China in 2004, sold there and in many others, including Brazil, Canada, Finland, Israel, Lebanon, Netherlands, Sweden, Turkey and United Kingdom. The distributors of the electronic cigarette typically describe it as an aid to smokers who want to stop the snuff. Some go further, suggesting that WHO considers it a legitimate nicotine replacement, such as chewing gum, pills or nicotine patches.

However, WHO is not aware of any evidence that, as they say its distributors, the electronic cigarette help you quit. WHO is not aware of any rigorous study, submitted to arbitration editorial, demonstrating that the electronic cheap cigarettes are a nicotine replacement therapy safe and effective.

Although WHO does not discount the possibility that the electronic cigarette is useful to help you stop smoking, the only way to prove it is doing studies.

"If the distributors of electronic cigarette want to help smokers quit the habit, they must conduct clinical studies in toxicology and regulatory framework," said Douglas Bettcher, Acting Director of Snuff Free Initiative of WHO for marlboro cigarettes "Until they do, the WHO can not consider the electronic cigarette is an appropriate treatment with nicotine replacement, and of course can not accept false suggestions of endorsement or approval of the product. WHO approves and endorses only those with nicotine replacement therapy that have demonstrated efficacy and safety. "

The Study Group of the WHO on the Regulation of Products Snuff is scheduled to consider the electronic cheap cigarette, among other topics, in a reunion to be held in Durban (South Africa) from 12 to 14 November 2008. Convened by Dr Margaret Chan, WHO Director-General, is mandated to make recommendations to Member States with scientific basis and based on evidence about how to buy discount cheap snuff products.