

Electronic Cigarette Merchant Fact Sheet

What are electronic cigarettes (also known as e-cigarettes or e-cigs)?

E-cigarettes are a type of Electronic Nicotine Delivery System (ENDS) that often look similar to cigarettes. They are made of three parts:

1. A cartridge which contains nicotine,
2. A vaporizer,
3. A battery.



When used, a battery powers the vaporizer that heats the nicotine mixture which the user then inhales as a vapor. This can also be known as “vaping.” There is usually an indicator light that looks like the burning end of a cigarette. Many brands of electronic cigarettes, though not all, are owned by big tobacco companies, and are being heavily marketed in the retail environment.

Are e-cigarettes safe?

E-cigarettes should **not** be recommended for customers to quit smoking or as a safer alternative to smoking. Although they are marketed as a safe alternative to cigarettes, these claims are untested.

- E-cigarettes are **not** currently regulated by the Food & Drug Administration (FDA). The FDA makes sure all foods and drugs are safe for use.
- E-cigarettes are also **not** tested to help people quit smoking.

Do I need a Philadelphia Tobacco Retailer Permit to sell e-cigarettes?

- **YES**, merchants must obtain a tobacco permit to sell electronic cigarettes in Philadelphia.

Do I need a license from the State Department of Revenue to sell e-cigarettes?

- **NO**, a cigarette license is not required by Pennsylvania to sell electronic cigarettes.