

California ads highlight vaping dangers

By Jeremy B. White, Sacramento Bee

California has taken another step in its campaign against electronic cigarettes, with the Department of Public Health on Friday releasing video advertisements calling the devices toxic and warning they are being marketed to kids.

While cigarette use has plummeted in California and nationwide as the dangers of tobacco have become well known, electronic cigarettes – also known as e-cigarettes – have emerged in recent years as a popular alternative. Vaping lounges, in which customers can sample different flavors of the liquid within vaping devices, have sprung up around Sacramento.

Public health officials have sounded the alarm, emphasizing that e-cigarettes contain both addictive nicotine and chemicals linked to cancer and birth defects. They warn that the sweet flavors contained in vaping devices, which function by heating a chemical liquid into a mist that can be inhaled, appeal to young Californians.

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