



## North Dakota Tobacco Prevention and Control Executive Committee

Center for Tobacco Prevention and Control Policy

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December 4, 2015

To whom it may concern:

Recent news coverage and public relations efforts prompted by Infinite Vapor, located within two cities in North Dakota: Grand Forks (November 13, 2015) and Fargo (December 3, 2015), lead the public to believe that e-cigarettes are a cessation device.

The North Dakota Center for Tobacco Prevention and Control Policy expresses grave concern that Infinite Vapor is widely misleading the public about the scientific truths regarding these products by falsely claiming that their products may be helpful in smoking cessation. Immediate measures are necessary to protect the public from false advertising.

The claim that e-cigarettes help users quit smoking cigarettes is not legal claim and the North Dakota Center for Tobacco Prevention and Control Policy requests that your agency take immediate action and ask Infinite Vapor to refrain from using false claims to the public.

Sincerely,

Jeanne Prom  
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### QUOTES FROM PUBLIC RELATIONS EFFORTS:

*Boldenow said, "It's the real deal and it's helping people quit everyday and ultimately we're putting our backing behind giving away that many starter kits because we know that it's going to help that many people."*

*The company Bill co-owns has roughly 100 different flavors including fruity, sweet and tobacco flavors. Each flavor comes with various levels of nicotine. The idea behind quitting is to continuously lower the amount of nicotine until you are vaping a nicotine free version or not vaping at all.*

