

United States Senate

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May 5, 2016

The Honorable Jerry Brown
Governor of California
c/o State Capitol, Suite 1173
Sacramento, CA 95814

Dear Governor Brown:

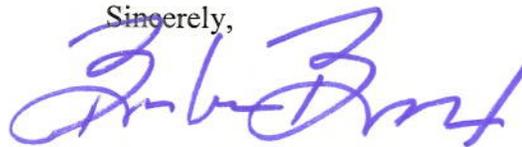
Thank you for your leadership in protecting our children from the dangers of tobacco and e-cigarettes by signing the most comprehensive package of tobacco legislation our state has seen in a decade.

By raising the smoking age to 21, the Tobacco 21 Act will go a long way in reducing tobacco use among California's young people and have a significant impact on their health in the years to come. In fact, a 2015 Institute of Medicine study estimated that increasing the tobacco purchase age to 21 would result in 200,000 fewer premature deaths for those born between 2000 and 2019. I am so proud that California is a national leader on this issue, and I hope that other states will soon follow suit.

This has been a big week for our nation's health. As you know, the Food and Drug Administration (FDA) took action to regulate all tobacco products, including e-cigarettes – a huge victory for our nation's public health. Unfortunately, unlike California's legislation, the federal regulations do not extend to advertising. From 2011-2014, e-cigarette usage soared among teens as spending on advertising increased dramatically. I will continue working to pass my legislation, the *Protecting Children from Electronic Cigarette Advertising Act of 2015*, which would prohibit advertising, promoting or marketing e-cigarettes to children, and I will continue to call on the Administration to take action to stop – once and for all – these shameful ads designed to entice children to buy these harmful products.

Thank you again for your important work on this critical health issue and showing the world that California is leading the way to protect our children from the harmful effects of tobacco.

Sincerely,



Barbara Boxer
United States Senator