

# Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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## Quarterly Coalition Meeting!

Hello everyone; W3TFL will be meeting quarterly in 2015. The dates are listed below so mark your calendars!

- Tuesday December 15th 10:00 AM

***\*The meeting will be held at the St. Croix County Health Department. 1752 Dorset Lane (across from Wal-Mart) New Richmond WI 54017.***

## FDA Orders 4 Cigarette Brands Pulled From The Shelves

For the first time, the Food and Drug Administration has ordered a major tobacco company to stop selling brands of cigarettes.

The FDA Tuesday ordered the R.J. Reynolds Tobacco Company to stop selling for brands: Camel Bold Crush, Vantage Tech 13 and the regular and menthol versions of Pall Mall Deep Set Recessed Filter cigarettes.

The FDA has ordered other cigarettes off the market before, but those actions involved much smaller companies selling much less popular cigarettes.

The agency says it took the action because R.J. Reynolds had failed to prove the brand were no more dangerous than brands that have been on the market longer.

"These decisions were based on a rigorous, science-based review designed to protect the public from the harms caused by tobacco use," Mitch Zeller, director of the FDA's Center for Tobacco Products, said in a statement.

"The agency will continue to review product submissions and exercise its legal authority and consumer protection duty to remove products from the market when they fail to meet the public health bar set forth under law."

Congress gave the FDA authority to regulate cigarettes for the first time in 2009. Among the agency's new powers are the authority to require new brands to prove they pose no more risks to smokers than cigarettes that were put on the market before Feb. 15, 2007.

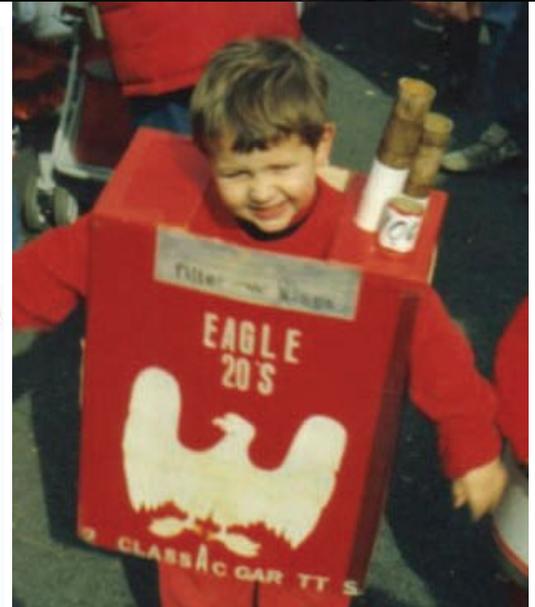
The FDA says R.J. Reynolds had failed to show the four brands that have been ordered off the market do not expose smokers to more harmful chemicals, higher levels of menthol or new ingredients.

R.J. Reynolds didn't immediately respond to a request to comment.

### Other Tobacco Products (OTPs) Presentations

If your organization/group is interested in learning more about other tobacco products (OTPs), please contact Mary. We would love to come and do a presentation to spread the word!

# Horrifying Halloween Costumes



**Don't let this  
be a child in  
your  
neighborhood!**

## W3TFL Contact Information

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