Electronic cigarettes (also called e-cigarettes or electronic nicotine delivery systems) are battery-operated hand held devices designed to deliver nicotine with flavorings and other chemicals to users in vapor instead of smoke. The fluid used in these cigarettes to produce vapors is usually made of nicotine, propylene glycol, glycerin, and flavorings. In our opinion the safety of e-cigarettes as an alternative to conventional smoking or cessation of smoking is still questionable. Unfortunately there is lack of evidence that e-cigarette is safer or they help in cessation of smoking. In the recent past due to criticism from all the medical fields on conventional smoking, all major tobacco corporations are using tactics to promote cigarettes through internet as e-cigarettes. They are using strategies to bypass the regulatory laws and even got some favors from the persons who think that banning e-cigarettes is actually containing the rights of persons in terms of personal freedom. Despite of all marketing maneuvers in favor of use of e-cigarettes there is variable trends in the use in different countries, suggesting that their appeal for smokers to shift from conventional smoking towards e-cigarette has been a pseudo response.

The other controversial claim quoted by tobacco control authorities is about the official statement of UK authorities regarding the safety of e-cigarette and its benefit over combustible smoking. This statement relies on a single research with a short sample size. And most important fact about this meeting is that all the participants of this research were sponsored by the companies which are directly or indirectly linked with tobacco manufacturers. WHO also declared such researches as a biased research by the researchers investigating e-cigarettes and representing themselves as “part of the solution” even receiving funding from tobacco industry. In certain developed countries the authorities had clarified that “no assessment of electronic cigarettes has been undertaken and, therefore, the quality and safety of electronic cigarettes is not known”. In addition they also declared nicotine as a poison unless it is used in specific drugs in a controlled method. Many studies in literature explained the carcinogenic effect of nicotine. Another harmful effect of the liquids used in e-cigarettes were told in studies is that it had been used as suicidal agent. The safety of e-cigarettes was assessed in a study and they found that there are no standardization criteria for e-cigarette. The article also showed that the amount of different harmful substances in tobacco smoke and e-cigarettes fumes varies to a great difference and few are even high in e-cigarettes. The important fact about e-cigarettes which are considered as replacement option for conventional smoking is actually lacking research evidence. And its other role in terms of quitting smoking also lacks in high quality research evidence.

In our opinion there are at least two different roles of E-cigarettes which had been identified yet. The first one is identified as an item which that may possibly help in quitting or replacing smoking, but still lacking evidence that it has benefits over the existing methods of smoking cessation. Second the tobacco companies are promoting these products in term of business by reshaping there role so that they survive and flourish with a new name. These two distinct roles need separate monitoring and evaluation. Broad base researches are required to identify the risks associated with e-cigarettes. That regulatory control should involve applying controls on the authorization, marketing and promotions that may encourage smoking. This approach will help in enhancing the potential benefits if any and minimizing risks of harm.

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