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NYS AAP (District II)

*The NYS AAP is a Coalition of AAP NY Chapters 1, 2 & 3*



March 2025

Honorable Kathy Hochul  
Executive Chamber

**Re: Support for Closing Enforcement Loopholes and Shifting E-Cigarette Tax to Wholesale Level to End the Youth E-cigarettes Epidemic in New York State**

Dear Governor Hochul,

The undersigned organizations representing public health, health equity, school boards, parents and youth, educators and health care providers across New York State respectfully **urge you to eliminate loopholes in New York State’s flavored e-cigarette law that have created significant barriers to enforcement per A.2128, Rosenthal/ S.5196, Hoylman-Sigal, and to include a measure to shift New York’s e-cigarette tax to the wholesale level, in the Final State Budget.** There are several issues causing the law enacted in 2020 to not have the intended impact and we believe it is necessary to address these through a multi-pronged approach to reduce high youth tobacco use rates and their adverse effects on New York’s communities.

New York State (NYS) passed landmark legislation within the 2020-21 budget to ban flavored vaping products and address the epidemic of e-cigarette use among youth. Unfortunately, some loopholes exist which have caused challenges to effective enforcement and youth access to these highly, addictive flavored products remain prevalent in all communities across NYS. For instance, language in the current law allows retailers to deny inspectors access to their stores, distributors to continue to sell illegal products to NY merchants, and retailers to claim they are selling products remotely. Also, an exemption was included for products that receive a “Pre-Market Tobacco Product Authorization” (PMTA) from the Food and Drug Administration (FDA).

Legislation introduced this session (A.2128, Rosenthal/ S.5196, Hoylman-Sigal) would close many of these loopholes by prohibiting distributors from sending illegal flavored vape products into NYS, suspending a tobacco retailer’s certificate of registration for illegal vape sales, creating a civil penalty if a tobacco retailer refuses to make their premises available to an authorized health inspector, and more.

Further, as shown below, currently in NYS and uniquely compared to other states, vaping products are taxed at the retail level. This is inconsistent with NY tax policy as all other tobacco products are taxed at the wholesale level in NYS. With there being nearly 17,000 registered tobacco/vape retailers in NYS, tax enforcement has been particularly challenging and we believe this structure has greatly contributed to continued illicit flavored vape sales and sales of other vaping products untaxed. Legislation to address this was included in the Senate one-house budget bill last year and Assemblymember Solages and Senator Comrie sponsor a bill (A.4619/S.4527) to shift tax collection to the wholesale level.

Product	State Tax Rate	Who Tax Is Paid By	Collected By
<b>Cigarettes</b>	\$5.35 per pack (20 cigarettes)	Wholesale distributor	NYS Department of Taxation and Finance
<b>Cigars and Chewing Tobacco</b>	75% of wholesale price	Wholesale distributor	NYS Department of Taxation and Finance
<b>Snuff</b>	\$2 per ounce or fraction thereof	Wholesale distributor	NYS Department of Taxation and Finance
<b>Little Cigars</b>	\$5.35 per 20 little cigars (26.75 cents each)	Wholesale distributor	NYS Department of Taxation and Finance
<b>Vapor Product</b>	20% of retail price	Vapor product retail dealer	NYS Department of Taxation and Finance

**According to CDC Foundation data, New York continues to have the highest continued availability of illegal flavored e-cigarette products in retail outlets, as compared to other states with similar laws.** We believe these tax and enforcement loopholes are to blame and they urgently need closing. Strengthening enforcement abilities of local health departments and aligning the e-cigarette tax with all other tobacco product taxes to require tax collection at the wholesale level will critically help to address the widespread evasion of NYS' flavored vape products ban.

These loopholes must be removed quickly as tobacco manufacturers continue to make e-cigarettes stronger and more appealing to young people with fun flavors, enticing packaging, and deceptive messaging. Further, recent research and surveys show concerning data. The 2024 [National Youth Tobacco Survey](#) showed that more than 1 in 4 (26%) of current youth e-cigarette users use an e-cigarette daily which is recognized as a sign of serious addiction. And almost all of the students report exclusively using flavored e-cigarettes – one [study](#) found that 71 percent of survey participants between the ages of 14 and 21 would quit if they did not have flavor choices. **The NYS Department of Health also [recognizes the youth vaping problem in NYS](#) and just last month launched the first ever paid media e-cigarette prevention campaign to reach youth ages 13 to 17 as part of its dedication to ending the use of e-cigarettes among all young people.**

Effective enforcement of New York's law can help put a stop to the tobacco industry taking advantage of our youth and protect them from a lifetime of addiction. This is imperative as a survey conducted by Roswell Park Comprehensive Cancer Center for the [NYS Quitline](#) released this month found that **64 percent of New York healthcare professionals believe youth and young adults are facing a vaping epidemic and are concerned about nicotine addiction among younger generations.**

We must act now to support educators, parents, youth, and our communities facing the current e-cigarette crisis. We are asking you to include these policies in the Final State Budget to ensure New York's laws are effectively enforced and put an end to continued access to and promotion of flavored tobacco products.

Please protect our state's young people and future generations from the tobacco industry's harmful strategies and deadly products. For more information, please contact Marcy Savage, Reid, McNally & Savage at 518/465-7330/ [marcys@lobbywr.com](mailto:marcys@lobbywr.com).

Respectfully,

Action on Smoking and Health

African American Tobacco Control Leadership Council

American Heart Association

American Lung Association

American Nurses Association - New York

Boys & Girls Clubs of the Capital Area

Campaign for Tobacco-Free Kids

Healthcare Association of New York State

March of Dimes

Medical Society of the State of New York  
New York Chapter American College of Physicians Services  
New York Public Interest Research Group  
New York School-Based Health Alliance  
New York State Academy of Family Physicians  
New York State American Academy of Pediatrics, District II  
New York State Association of County Health Officials  
New York State Council of Health-system Pharmacists  
New York State Parent Teacher Association  
New York State Public Health Association  
New York State Radiological Society  
New York State School Boards Association  
Parents Against Vaping (PAVe)  
Pharmacists Society of the State of New York  
Stan Martin Consulting, LLC