



August 26, 2009

Daniel Seid  
Chief, Drug Safety Unit  
California Department of Public Health  
Food and Drug Branch  
1500 Capitol Avenue MS 7602  
PO Box 997435  
Sacramento, CA 95899-7435

Dear Mr. Seid:

I am writing to report on the sales of the Smoking Everywhere e-cigarettes in the Stonestown Galleria in San Francisco, as well as their advertising through flyers on the San Francisco State College campus which is adjacent to the Stonestown Galleria. The name and location of the vendor, as printed on their flyer is:  
Smoking Everywhere  
Located inside Stonestown Galleria  
3251 20<sup>th</sup> Avenue, San Francisco, CA

While it is extremely disturbing that cigarette like devices are being sold and used in the Galleria, it is even more upsetting that these devices are being marketed through flyers on the campus next door. They are clearly targeting young consumers, as well as the many minors that also make use of the campus facilities.

The flyer makes unsubstantiated assertions, such as, "There is NO danger of second hand smoke" and "Free of tar & other chemical substances" which is in clear conflict with the FDA's announcement on July 22, 2009 finding that lab analyses of e-cigarette samples were found to contain carcinogens and toxic chemicals. The flyer also states, "Comes in many great flavors", which is another common tactic used by the Tobacco Industry to increase sales to youth and minors.

As a product that has not been approved, or even evaluated by the FDA, I would request that the sales of these products be terminated to all consumers, but especially to the youth and minors that they are clearly targeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Gordon".

Bob Gordon