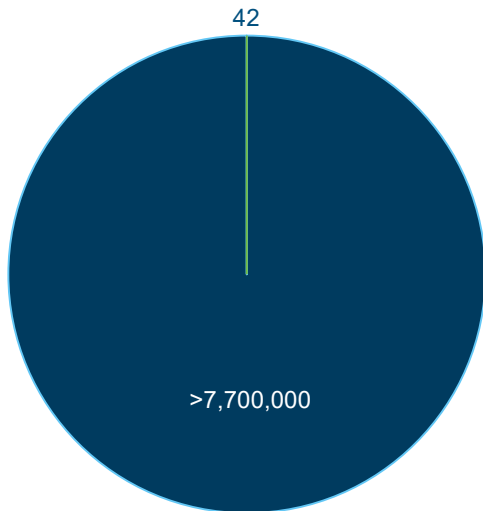


FDA Sets High Bar To Authorize New Tobacco Products

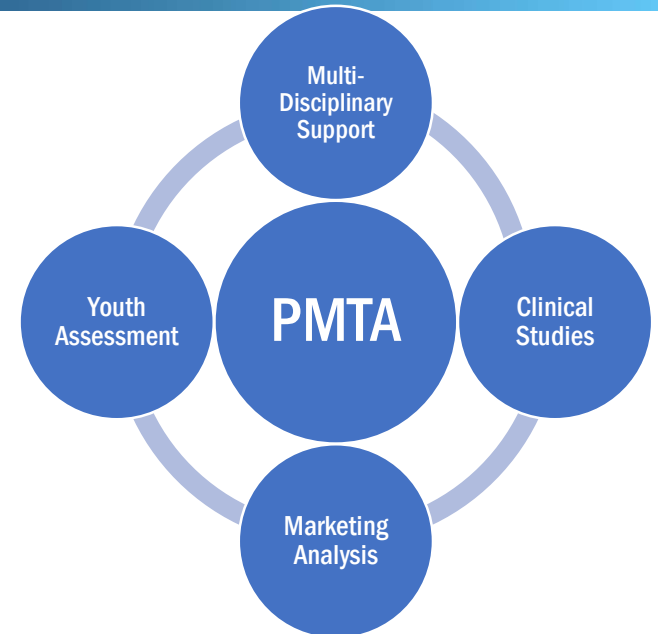
PMTA Review Outcomes as of 6/10/22



- Refuse to Accept / Refuse to File / Marketing Denials (>7,700,000)
- Marketing Authorizations (42)

FDA PMTA Authorizations

2015: 8 products
2019: 6 products
2020: 1 product
2021: 7 products
2022: 20 products



Source: <https://www.fda.gov/tobacco-products/premarket-tobacco-product-applications/premarket-tobacco-product-marketing-orders> ; <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/tobacco-product-applications-metrics-reporting>. See, e.g., Premarket Tobacco Product Applications and Recordkeeping Requirements 86 Fed. Reg. 55,300, Oct. 5, 2021, <https://www.govinfo.gov/content/pkg/FR-2021-10-05/pdf/2021-21011.pdf>

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