

You are here: [Home](#) / [Blog](#) / New Madness in Electronic Cigarette Policy: Dr. Pötschke-Langer (DKFZ) Requests Medicines Licensing of Fruit Flavors and Colored Devices

New Madness in Electronic Cigarette Policy: Dr. Pötschke-Langer (DKFZ) Requests Medicines Licensing of Fruit Flavors and Colored Devices

21. NOVEMBER 2014 BY [BERND MAYER](#) — 6 COMMENTS



Dr. Martina Pötschke-Langer (German Cancer Research Center, DKFZ) promotes the interests of the WHO Tobacco Control in Europe. In support of WHO policy, she has pulled out all the stops in the past to get electronic cigarettes under the medicines licensing regime but, fortunately, lost the battle. The EU parliament, as well as several courts in Europe, have unequivocally decided that electronic cigarettes and nicotine containing liquids are not medicines in the absence of health claims made by retailers.

You thought the issue is settled now? Far from it! Pötschke-Langer doesn't give up! Recently she published a detailed proposal for implementation of the EU Tobacco Product Directive (TPD2) in Germany. A pdf file of this document is available for download at the DKFZ homepage (in German language only): [LINK](#)

The DKFZ suggestions exceed by far the already unacceptably tough and unsubstantiated EU directive. It is obvious that Dr. Pötschke-Langer is avidly trying to discourage smokers from switching to electronic cigarettes. Her most amazing suggestion is related to the alleged appeal of electronic cigarettes to children. Pötschke-Langer claims that children need be protected by banning all liquids containing non-tobacco flavors, as well as devices in colors other than gray or black. Since the sale of electronic cigarettes to minors is – or will be – prohibited anyway, Pötschke-Langer apparently worries about the appeal of devices brought home by Mummy or Daddy. Mummies and Daddies are permanently bringing home potentially

dangerous goods, including knives, toilet cleaners, alcoholic beverages and, last but not least, tobacco cigarettes. We cannot ban everything that could be harmful and must entrust parents with the responsibility to protect their children from hazards.

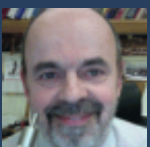
However, this is not the end of the madness! Pötschke-Langer has included an astounding exception of the ban in her proposal. Liquids with non-tobacco flavors and colored devices shall be allowed if the products are approved as medicinal products! Thus, fruit flavors and red batteries wondrously lose their appeal to children if Mummy or Daddy purchased the products in a pharmacy! The strategy is clear: Electronic cigarettes available on the free market shall be made as unattractive as possible while beauty and good taste should be confined to approved medicinal products. Obviously, Pötschke-Langer is hoping that multicolored atomizers and batteries sold as medicines will outcompete the boring gray and black devices then remaining available as consumer products.

By now everybody must have realized that Pötschke-Langer has lost her last contact to reality. I don't think we need to worry that this madness will ever come into force. And even if so, such a regulation would have little chance to survive before courts.

Besides illustrating the desperate fight of this lady against electronic cigarettes, her proposal sheds light on her profound lack of knowledge about the vaping community. If fruit-flavored ready-to-use liquids should be banned, consumers will prepare their liquids themselves with flavors of their choice that will remain freely available as food additives. Moreover, I suppose most vapers will not particularly suffer if the availability of electronic cigarettes should become limited to gray stainless steel devices. Bad luck for women enjoying pink batteries!

Filed Under: **Blog**

Tagged With: **DKFZ, electronic cigarettes, Germany, regulation**



About Bernd Mayer

Dedicated to science, critical thinking, and scientific education of young people. Fighting pseudoscience and all kind of esoteric junk.

Comments



mickelodian says

21. November 2014 at 17:53

The lunacy knows no bounds.... the problem of course is that where it 'might' be possible to hide ones ulterior motive in some issues when desperate nonsense like this arrives it becomes obvious to legislators that a desperate and unscientific attempt made based on fringe reasoning or in this case outright desperate lunacy was one of the things that they based their own decision with the TPD....

Lunacy like this forces the penny to drop as they realise they have been duped. At that point trying to get the TPD to be written into law in member countries where it affects ecigarettes will be a larger uphill struggle.

Shes actually doing the ecig industry a favour.... I think in point of fact the ecig industry should lobby to have this lunatic funded centrally...

If only we could persuade her to use the tactic of calling MEPS and screaming down the phone at them claiming millions are dying from vaping....

Reply



markse says

21. November 2014 at 22:27

You miss the obvious- she makes it plainly obvious that she and the WHO who she is supporting are heavily funded by the big pharmaceutical industries that she proposes should have a monopoly on the attractive and thus successful products while the rest of the e-cigarette industry should be left with useless products. Thus she and WHO show clearly that they have no interest in public health but are puppets of industry and should have all status removed/name changed to a more honest "World Pharmaceutical Industry Promotional Organisation" WPIPO

Reply



Susan Harvey says

10. March 2015 at 16:42

Perhaps she should also ban Candy colored cars to prevent men from going through " Mid Life Crisis" syndrome.

Reply

Trackbacks

New Madness in Electronic Cigarette Policy: Dr.... says:

21. November 2014 at 22:28

[...] The post describes the proposal of Dr. Martina Pötschke-Langer concerning regulation of electronic cigarettes according to the EU tobacco directive (TPD2). [...]

Reply

Vapemail from Germany | Vapers In Power says:

2. December 2015 at 15:13

[...] Bernd Mayer from Austria commented on one of her pamphlets: "New Madness in Electronic Cigarette Policy ...". That was a year ago. Now she regurgitated the same "ideas" in a comment on the planned [...]

Reply

Exchange vape for snus and Pötschke-Langer for
Tobksfakta/Folkhälsomyndigheten/Socialstyrelsen/Karolinska Institutet/Gabriel

Wikström | befrits says:

4. December 2015 at 12:23

[...] Bernd Mayer from Austria commented on one of her pamphlets: "New Madness in Electronic Cigarette Policy ...". That was a year ago. Now she regurgitated the same "ideas" in a comment on the planned [...]

Reply

Leave a Reply

Your email address will not be published. Required fields are marked *

Comment

Name *

Email *

Website

Post Comment

BERND MAYER´S SCIENCE BLOG

Scientific essays about nicotine, tobacco and electronic cigarettes.

A LITTLE ABOUT ME...

Dedicated to science, critical thinking,
and scientific education of young
people



- Bernd Mayer

LATEST ARTICLES

[Electronic Cigarettes and Airway Infections – Update](#)

[New Madness in Electronic Cigarette Policy: Dr. Pötschke-Langer \(DKFZ\) Requests Medicines Licensing of Fruit Flavors and Colored Devices](#)

[Respiratory Societies on Electronic Cigarettes: Farewell to Science, Reason, and the Hippocratic Oath](#)

[Electronic cigarettes and airway infections? Don't worry!](#)

[Pseudoscience in electronic cigarette policy](#)

RECENT COMMENTS

[John](#) on [Electronic Cigarettes and Airway Infections – Update](#)

[Keuzevrijheid E-sigaret moet blijven | E-sigaret-dampen.nl](#) on [Electronic cigarettes and nicotine poisoning](#)

[The Week in Vaping – Sunday January 31st, 2016](#) on [Electronic Cigarettes and Airway Infections – Update](#)

[Exchange vape for snus and Pötschke-Langer](#) for

Tobksfakta/Folkhälsomyndigheten/Socialstyrelsen/Karolinska Institutet/Gabriel Wikström | befrits on New Madness in Electronic Cigarette Policy: Dr. Pötschke-Langer (DKFZ) Requests Medicines Licensing of Fruit Flavors and Colored Devices

Vapemail from Germany | Vapers In Power on New Madness in Electronic Cigarette Policy: Dr. Pötschke-Langer (DKFZ) Requests Medicines Licensing of Fruit Flavors and Colored Devices



SiteGround
HOSTING WEB
CREADO PARA TI
desde \$3.95/mo

The advertisement features a teal background with a white paper airplane on the right. The SiteGround logo is in the top left. The text 'HOSTING WEB' is in large white letters, with 'CREADO PARA TI' below it. A dark grey box at the bottom contains the price 'desde \$3.95/mo' in white and green text.