Your Company Logo

Date

Dear Honorable \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

There are reports that the Food and Drug Administration will ban the sale of flavored e-cigarettes in convenience stores. FDA is not planning to ban the product entirely. It is planning to specifically target my business and pick winners and losers in the marketplace. There is no justification for this action.

If FDA thinks certain products are a problem and should be illegal, that is one thing. But that is not what it is planning. It is planning an assault on an industry that spends more money, time and effort than any other on compliance with laws in checking IDs and verifying the age of our customers. We have worked hard to be responsible retailers and should not be the scapegoat when there are other ways that underage people get these products.

I am asking for your help to protect common sense and the viability of my business. Please contact the FDA and prevent them from taking a punitive action against the entire convenience store industry. FDA should be focused on health, not picking winners and losers among private sector companies that are simply selling legal products.

Thank you for your attention to this urgent matter.

Sincerely,

Your Name

Position

Company

Contact Information

cc: Dawn Carlson, Petroleum Marketers & Convenience Stores of Iowa