



September 30, 2025

FDA Commissioner Encourages Retailers to Stop Selling Illicit Vapor Products

FDA Commissioner Dr. Marty Makary announced an initiative to increase voluntary compliance from tobacco and nicotine retailers. As part of this effort, FDA will be mailing materials to more than 300,000 retailers nationwide containing:

- A list of the PMTA Marketing Granted Orders which include 39 vapor products and 20 nicotine pouch products;
- Information on accessing FDA's Searchable Tobacco Product Database, a database of over 17,000 tobacco products—covering all categories, such as cigarettes, cigars, and vapor products—that may be legally marketed in the United States; and
- New tobacco retailer education materials, including a wall calendar of reminders focused on retailer requirements such as only selling tobacco products to those 21 and older and requiring a photo ID check of anyone under 30.

Over the past month, the FDA has increased its enforcement efforts including announcing the seizure of 4.7 million units of unauthorized vapor products with an estimated retail value of \$86.5 million – the largest-ever seizure of this kind. This was part of a joint federal operation that uncovered shipments of various illegal vapor products, almost all of which originated in China and were intended for shipment to various destinations in the United States.

As a reminder, NATO maintains a tracker of FDA's administrative and enforcement actions, and below is a link to the disposable vapor brands cited as unauthorized or illegally sold as they have been cited with FDA enforcement actions:

[NATO: FDA - Enforcement Actions](#)

NATO Webinar Featuring Paul Grubbs & Ajay Yadagiri from MSA, Inc.

NATO will be hosting a webinar on Wednesday, October 8, 2025 featuring Paul Grubbs & Ajay Yadagiri from Management Science Associates (MSA, Inc.) speaking on “Total U.S. Nicotine Trends.”

All NATO members are encouraged to register and attend this educational webinar.

Webinar Topic: “Total U.S. Nicotine Trends” with Paul Grubbs & Ajay Yadagiri, MSA, Inc.

Date: Wednesday, October 8, 2025.

Time: 2:00 PM Eastern, 1:00 PM Central, 12:00 PM Mountain and 11:00 AM Pacific.

Registration: To register, please click on the link below.:

[Registration for NATO Webinar with MSA, Inc.](#)

After registering, you will receive a confirmation email containing information about joining the webinar.