



September 12, 2025

Federal Agencies Seize \$86.5 Million Worth of Illegal E-Cigarettes in Largest-Ever Operation

This week, the FDA and U.S. Customs and Border Protection (CBP) announced the seizure of 4.7 million units of unauthorized e-cigarette products with an estimated retail value of \$86.5 million – the largest-ever seizure of this kind. U.S Attorney General Pam Bondi, Secretary of Health Human Services Secretary Robert Kennedy, and FDA Commissioner Marty Makary held a press conference in Chicago and explained that the seizures were part of a joint federal operation where the teams uncovered shipments of various illegal e-cigarette products, almost all of which originated in China and were intended for shipment to various destinations in the United States. Throughout the operation the team examined shipments for violations of FDA approvals, federal revenue evasion, intellectual property trademarks, and hazardous materials labeling violations.

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 Submits Comments on FDA's Proposed Rule to Limit Nicotine in Cigarettes

NATO recently filed comments opposing and requesting that the FDA's withdraw its Proposed Rule that was filed under the previous White House Administration that would drastically limit nicotine levels in cigarettes and certain other combustible tobacco products and effectively ban every cigarette currently on the U.S. market.

The comments provided details of the significant negative economic impacts that the proposed rule would have citing the Economic Impact Study that NATO published last year. That study

estimates the Proposed Rule, if implemented, that tobacco retailers in the United States will lose \$13.9 billion of revenue per year, and there will be a loss of over 95,000 jobs in those retail establishments. Other industries related to retail will also be affected. Adding indirect and induced impacts, the national economy could lose \$30.6 billion in economic output per year, with over 154,000 lost jobs. The full Economic Impact Study is available on NATO's website.

NATO will continue to monitor developments from this Proposed Rule; however, we don't anticipate that this rule will proceed further in the federal regulatory review process at this time.