



_____, 2012

Dear U.S. Congressmen, Senators and FDA Officials,

Please don't regulate premium cigars like cigarettes! Support H.R. 1639 & S.1461

Three times during the past year, the FDA& HHS has published notices in the Federal Register indicating that it is considering issuing rules to regulate cigars under the Family Smoking Prevention and Tobacco Control Act ("Tobacco Act"). The Tobacco Act primarily targeted cigarettes and was aimed at reducing smoking among youths. Premium cigars are not like cigarettes and should not be regulated as if they were. Stricter regulations would devastate my local shop, along with thousands of other premium cigar stores across the nation.

If FDA regulations are expanded to cigars, it could:

- Ban walk-in humidors, self-serve cigar displays and mail-order/internet cigar sales;
- Ban all flavored cigars such as rum, cognac, bourbon, vanilla and coffee;
- Deface ornate, decorative cigar boxes with grotesque, graphic images;
- Ban cigar events with free cigars;
- Limit cigar advertising to black and white "tombstone" ads;
- Impose additional user fees (taxes) on cigars;
- Limit the availability of special release and small-batch cigars since all cigars would have to undergo extensive (and expensive) testing and be approved by the FDA.
- Limit nicotine levels in cigars to near zero levels severely impacting the flavor of cigars.
- Ban logo cigar merchandise like hats, shirts, jackets, cutters, cases and shopping bags.

As an adult I want to make my own choices in life and not have a bureaucrat at the FDA making those choices for me.

The International Premium Cigar & Pipe Retailers Association and Cigar Rights of America has worked to introduce legislation that would exempt premium cigars from the FDA's authority under the Tobacco Act. I'm urging you to co-sponsor HR 1639 or S.1461, *The Traditional Cigar Manufacturing and Small Business Jobs Preservation Act of 2011* that would protect thousands of small businesses like my local cigar shop from facing onerous, new FDA regulations that threaten to put them out of business.

From a proud American,

Name: _____ Signature: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____