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FDA Flexes Muscle on Juul and Nicotine, but at What Cost?

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[Bryan M. Haynes](#)

Bryan Haynes, a partner with Troutman Pepper and head of the firm's Tobacco law practice group, is quoted in the *Law360* article, "[FDA Flexes Muscle on Juul and Nicotine, but at What Cost?](#)"

The U.S. Food and Drug Administration's moves at the end of June 2022 to limit nicotine in cigarettes and order Juul's e-cigarettes off the market "signals to me a fairly aggressive posture from new FDA leadership, Dr. [Robert] Califf," Haynes said. "These would obviously be quite significant rulemakings that go a lot further than other things FDA has done in recent years."

He added: "Obviously, I acknowledge that FDA has the ability to promulgate standards, provided they meet the requisite criteria, but thus far, FDA's exercise and authority has primarily been within the clear boundaries of the Tobacco Control Act. This obviously would be a significant expansion."

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