

Press Coverage | September 24, 2025

Tobacco Industry Fights Biden’s Proposed Cigarette Nicotine Cut

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[Bryan M. Haynes](#)

Bryan Haynes, head of Troutman Pepper Locke’s Tobacco + Nicotine practice, was quoted in the September 24, 2025 *Bloomberg Law* article, [“Tobacco Industry Fights Biden’s Proposed Cigarette Nicotine Cut.”](#)

“Technical achievability is something that FDA is required by law to consider when it implements a tobacco product standard, and it’s not clear to me that they’ve adequately considered that issue,” said Bryan Haynes, head of Troutman Pepper Locke’s tobacco and nicotine practice.

“When you have the evident reasons for this not being great—cigarette smoking rates and use consumption are already at historic lows, coupled with the economic impacts—that strikes me as another area in which a rule, if promulgated, would be vulnerable to challenges,” Haynes said in an interview.

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