

INDUSTRIES

## Tobacco & Nicotine Alternatives

The Electronic Nicotine Delivery System (ENDS) industry has earned a reputation for innovation and for providing millions of users with alternatives to products containing tobacco and nicotine. These innovative products have helped people around the world quit using combustible tobacco products and avoid the health risks often associated with their use.

As with nearly every industry, however, the ENDS industry is vulnerable to product liability litigation. ENDS manufacturers must also consider a future that features an increasing number of product liability suits, class action litigation and other potentially disastrous legal issues. Consider these facts:

- 10% of all injury cases are associated with defective products
- More than 100 product liability lawsuits were filed for e-cigarette explosions in 2017
- The average verdict against companies in product liability cases is \$4.8 million