JOHNS HOPKINS | **Institute for**
BLOOMBERG SCHOOL | **Global Tobacco Control**
of PUBLIC HEALTH

Language Guidance Concerning Non-Combustible Nicotine and Tobacco Product Terminology and Person-First Language

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Accuracy and consistency are crucial to tobacco control work and its impact. It is in this spirit that the [Institute for Global Tobacco Control](#) (IGTC) at the Johns Hopkins Bloomberg School of Public Health offers (and has adopted) the following recommendations for intentional communications when discussing certain nicotine and tobacco products—along with the people who may use nicotine and tobacco products.

E-CIGARETTES, HEATED TOBACCO PRODUCTS

Acceptable terms:
- e-cigarette(s)
- electronic cigarette(s)
- heated tobacco product(s)
- HTP(s)
- e-cigarette liquid(s)

Do not use:
- heat-not-burn product(s)
- Additional adjectives (particularly those such as "novel", "emerging," and "alternative")
- e-liquid (or "juice")

When referring to multiple non-combustible or smokeless tobacco products (such as e-cigarettes, heated tobacco products, and nicotine products) as a single group, use *non-combustible nicotine and tobacco products*.

When referring to an even wider variety of product types (including combustible and non-combustible products both), use *nicotine and tobacco products*.

Note: Cigarettes should not be referred to as "traditional" or "conventional" cigarettes.

View more about this topic at https://youtu.be/afd-ciayb5U or read more on it at https://tobaccocontrol.bmj.com/content/30/4/359

PERSON-FIRST LANGUAGE
Nicotine and tobacco product use

To avoid stigmatizing language, do not use these terms:
- smoker(s)
- tobacco [or other acceptable product term] user(s)
- non-smoker(s)
- never smoker(s)
- vaper(s)
- user(s)

Use person-first language:
- person who smokes/people who smoke
- person who uses tobacco/people who use tobacco [or other acceptable product term]
- people who report no current smoking
- He has never smoked
- She uses e-cigarettes
- people who use heated tobacco products

Read more guidance on this topic at https://tobaccocontrol.bmj.com/pages/people-first-language-policy

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