

YOUTH VAPING IS A PROBLEM. HERE'S WHAT WE'RE DOING ABOUT IT.

Combustible cigarettes are the number one cause of preventable death. Our mission is to improve the lives of adult smokers by eliminating cigarettes. But youth use of vapor products endangers that mission, so we're addressing the problem head-on with actions like:

PROBLEM

Flavored vapor products help adult smokers switch, but some flavors may appeal to youth.

ACTION



We stopped distribution of these flavors to more than 90,000 retailers and we restricted sales to our website, which features enhanced measures like two-factor age verification to ensure any buyer is 21+.

PROBLEM

Some retailers violate our policies by selling to youth and allowing bulk purchases.

ACTION



We're conducting 2,000+ secret shopper visits monthly and have levied penalties at more than 700 stores for violations of FDA policies.

PROBLEM

Social media may influence youth usage of vapor products.

ACTION



We exited Facebook and Instagram (100k+ followers) and helped remove 40k+ marketplace listings, 23k+ inappropriate posts, 1k+ accounts impacting nearly 1 million followers and 100+ unauthorized online stores.

PROBLEM

If someone underage gets a device, it is currently difficult to trace how they got it or prevent them from using it.

ACTION



We are developing technology solutions for end-to-end traceability and a Bluetooth-enabled device, which can break new ground on access restrictions at the user level.

In addition to these actions, JUUL Labs is advocating to raise the legal age of purchase for tobacco and vaping products, including our own, to 21+ nationwide.



[JUUL.com/mission](https://www.juul.com/mission)

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