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**BUREAU OF TOBACCO FREE FLORIDA RESPONSE TO
FDA MARKET DENIAL ORDER FOR JUUL**



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TALLAHASSEE, FLA. – On June 23, the U.S. Food and Drug Administration (FDA) [announced a Marketing Denial Order \(MDO\)](#) for JUUL Labs Inc, ordering all JUUL products currently on the market be removed and directing the company to immediately stop the nationwide sale and distribution of its toxic products. The FDA’s move is a major step in ongoing efforts to address the significant public health risk posed by tobacco and nicotine products.

Tobacco Free Florida applauds the bold and decisive action and encourages continued perseverance in regulating and educating on all forms of tobacco, including electronic cigarettes.

“Tobacco education, prevention and cessation initiatives had nearly eliminated the tobacco industry’s dangerous grip on our youth and in our schools and had achieved the point of youth consumption of cigarettes being almost completely gone,” said Laura Corbin, Bureau Chief for Tobacco Free Florida. “JUUL was the leading force behind the push to aggressively promote e-cigarettes to a generation of youth, and today’s FDA action can work to take a huge player out of the market.”

Teen e-cigarette use has significantly increased in recent years both throughout Florida and across the nation, with the U.S. Surgeon General stating in 2018 that youth vaping had reached the point of being an epidemic. E-cigarette devices like JUUL are the most used tobacco product among teens today, with a 2021 study finding more than 1 in 8 (12.8%) of Florida youth use an e-cigarette regularly and nearly 1 in 4 (24.7%) have tried one.¹ This compares to just 1 in 100 Florida youth (1.1%) consuming combustible cigarettes.²

JUUL's deceptive marketing processes have been at the forefront of driving the underage use of electronic cigarettes and have resulted in lawsuits and settlements in several states across the country.^{3,4,5}

Because electronic cigarettes are newer than other forms of tobacco, there remains misinformation and misunderstanding about their harmful effects. Studies show there is no safe level of nicotine exposure, and that nicotine is a dangerous and addictive drug.⁶ Additionally, there are health risks specific to youth as the brain develops until about age 25 and is more vulnerable to nicotine’s effects, including reduced impulse control, attention and cognition, and mood disorders.⁷

“While this is another important point in the journey, there remains so much more to do,” said Corbin. “JUUL is just one brand in this market and while it certainly had a hand in creating the current situation, there are many other players on the market today and many opportunities to intervene and educate on this issue.”

In recognition of the public health concern associated with electronic cigarette products like JUUL, Tobacco Free Florida offers Live Vape Free. Live Vape Free is a text-based program that provides teens (ages 13-17) with text support, interactive content and one-on-one coaching to help them quit e-cigarettes. The program is tailored to teens by featuring an authentic voice. The cadence of the program also adapts to the teen's level of engagement, which may differ from person to person.

Adults in teens' lives, such as parents, guardians, teachers and administrators, can also play a key role in helping teens quit e-cigarettes. *Live Vape Free* provides adults with self-paced online courses, one-on-one coaching support and downloadable toolkits to educate them on teen e-cigarette use and arms them with the tools needed to support teens on their quit journey.

Information on Tobacco Free Florida's efforts to directly address electronic cigarette use and equip both teens and adults to quit effectively can be found at <http://www.TobaccoFreeFlorida.com/livevapefree>.

About Tobacco Free Florida

The Florida Department of Health's Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. Since the program began in 2007, more than 254,000 Floridians have successfully quit using one of Tobacco Free Florida's free tools and services. There are now approximately 451,000 fewer adult smokers in Florida than there was 10 years ago, and the state has saved \$17.7 billion in health care costs. To learn more about Tobacco Free Florida's Quit Your Way services, visit www.TobaccoFreeFlorida.com or follow the campaign on Facebook at www.facebook.com/TobaccoFreeFlorida or on Twitter at www.twitter.com/tobaccofreefla.

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¹ Florida Department of Health. [Florida Youth Tobacco Survey](#). 2021. Accessed June 23, 2022.

² Florida Department of Health. [Florida Youth Tobacco Survey](#). 2021. Accessed June 23, 2022.

³ "AG Ferguson files lawsuit against JUUL for targeting underage consumers in its advertising, product design." Washington State Office of the Attorney General. <https://www.atg.wa.gov/news/news-releases/ag-ferguson-files-lawsuit-against-juul-targeting-underage-consumers-its>. Accessed June 23, 2022.

⁴ "Attorney General Josh Stein Announces Lawsuit and Statewide Investigation on E-Cigarettes." North Carolina Attorney General. <https://ncdoj.gov/attorney-general-josh-stein-announces-lawsuit-and-statewide-investigation-on-e-cigarettes/>. Accessed June 23, 2022.

⁵ "Attorney General's Office Lawsuit Against JUUL." Commonwealth of Massachusetts Office of the Attorney General. <https://www.mass.gov/lists/attorney-generals-office-lawsuit-against-juul>. Accessed June 23, 2022.

⁶ U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016. Accessed June 23, 2022.

⁷ U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016. Accessed June 23, 2022.