



Our Mission: Improve the lives of the world's one billion adult smokers by eliminating cigarettes.

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Written Testimony of
Ashlie Keener Kuehn, Senior Regional Manager
State Government Affairs, JUUL Labs

In Strong Support of Ohio Tobacco 21

Chairman Oelslager Vice Chairman Scherer, Ranking Member Cera and Members of the Finance Committee,

On behalf of JUUL Labs, thank you for the opportunity to submit testimony in strong support of HB 166, legislation that would increase the minimum age for purchasing or possessing tobacco, alternative nicotine, and vapor products from 18 to 21 years of age.

JUUL Labs' mission is to improve the lives of the world's one billion adult smokers by eliminating cigarettes. This mission is driven by the fact that smoking is the number one cause of preventable death worldwide. In the United States alone, smoking kills approximately 480,000 people every year.

We want to be part of the solution to end combustible smoking, not part of a problem to attract youth, never smokers, or former smokers to nicotine products. This is why we share a common goal with policymakers, regulators, parents, school officials, and community stakeholders - **prevent the use of tobacco and vapor products, including JUUL, by America's youth.** We are committed to stopping youth access of JUUL products.

JUUL was created a mere six years ago for adult tobacco smokers looking for an alternative for combustible cigarettes. In November of 2018, we began implementing a number of significant voluntary actions, as outlined in our [Action Plan](#), to address youth access, appeal, and use of JUUL products. This included a major reset of how JUUL Labs markets and sells its products, requiring automated sales controls to limit the purchase of certain flavored products to adults 21+. Currently, we only sell these products through our ecommerce platform (JUUL.com), where we utilize sophisticated automated technology, supported by third-parties, to ensure purchasers are 21+ and to prevent bulk purchases. All flavored pods, except menthol and mint, are only sold on JUUL.com. We also eliminated our U.S. Facebook and Instagram accounts, and are developing new technology to further limit youth access and use. We are committed to working with lawmakers, the Surgeon General, FDA, state Attorneys General, local municipalities, and community organizations as a transparent and responsible partner in this effort. We believe that these efforts combined with increasing the minimum age to purchase tobacco and vapor products to 21, will drastically reduce youth access of JUUL products.

Currently, at JUUL Labs, we are focused on creating an alternative to combustible cigarettes that provides an off ramp for adult smokers. We recognize that we cannot do this without also actively working to pass proven legislative measures that prevent youth from using tobacco and vapor products, including JUUL. States and local jurisdictions that have passed Tobacco 21 legislation have realized tremendous results. In 2005, Needham, Massachusetts became the first locality to pass T-21 legislation. Four years following the law's enactment, a youth survey showed an almost 50% decline¹ in high school student smoking rates and the city of Chicago found a 36% decrease² among 18-20-year-olds after enacting similar legislation. Therefore, JUUL Labs strongly supports the implementation of Tobacco 21 and urges the Committee to vote favorably.

Thank you.

¹ MetroWest Health Foundation. 2006 and 2010 MetroWest Adolescent Health Surveys. Available at: <http://www.mwhealth.org/PublicationsampMedia/Reports/tabid/192/Default.aspx>.

² Chicago Department of Public Health, Healthy Chicago Data Brief: 2017 Youth Tobacco Use, Chicago, IL: Chicago Health Department, January 2018