

The tobacco industry has been counting on youth to be their new customers for a very long time and they still are. When a RJ Reynolds sales representative asked the company who they were targeting he got this as a response, "They got lips? We want them." "This is from the Lorillard Tobacco Company "[T]he base of our business is the high school student" In my first two years of high school, I remember sitting in class and hearing countless conversations about vapes. Discussions over which flavors were the best, if the classmate was willing to sell any JUUL Pods and which device delivered the best head rush. One thing that sticks the most is hearing a classmate say "I can't get out of bed until I take a hit, I just can't get going without it". These products are very addictive because of their high nicotine content, in one JUUL pod, the nicotine is equivalent to a pack of cigarettes. It's certainly a choice that everyone faces in their lives, whether or not to start using tobacco products. Taking flavors off the market in all forms has the ability to lessen the amount of people that choose to use tobacco products, young and old. Right now there are over 15,000 tobacco flavors on the market. Getting rid of some flavors will not stop the current vapers/tobacco users from using tobacco, nor will it prevent new youth from using tobacco in the first place. It's like when your favorite true crime TV show is no longer airing, so instead of not watching anymore true crime shows, you'll just move on to the next best true crime show because it has the same idea and theme behind it, it's still a true crime show. It's the same thing with flavors, if you take away some flavors in some forms and leave any flavors on the market even just one, youth are just going to move on to the next flavor available because it's still a flavor. JUUL has been proven to have marketed to youth in different ways. They have purchased ads on youth focused websites such as Cartoon Network, Nickelodeon and Seventeen Magazine. They also rejected an ad proposal that would have laid a clear foundation for an adult centered marketing campaign. Their marketing techniques relate JUUL to identity, self-image, sex appeal and romance. It's not even just JUUL, e-cigarette companies have used scholarships, sponsored events, appealing flavors and social media to promote their products to youth. There has also been user-generated content that includes memes of kid's movies characters holding vapes and other memes about JUUL and other vapor products. If you can please turn your attention to the photos on the screen. Here we have Elmo telling kids that in order to be cool, they need to vape. Some memes that I was just describing. The photo on the bottom left hand side is actually an advertisement directly from JUUL featuring a young woman showing off her vape. The bottom left and bottom right are e-cigarette ads that can be seen as youth marketing. The bottom right is a PUFF Bar ad that aired during COVID, if you pay close attention to the wording on the ad, it says that using PUFF Bar's are a great way to deal with back-to-back Zoom calls and parental texts. And if I could ask you a question, who would you say that's geared towards? And how is that going to teach them effective and healthy ways to deal with stress? It's telling the viewer that if they are stressed, they should use a harmful, addictive product to deal with it and

the product even comes in fun flavors for everyone. In the middle of the bottom row is an ad that was proposed to JUUL but rejected. Given all these photos I understand why JUUL and other vape companies have been so successful in getting youth to make the choice to vape. Youth are exposed to these toxic, addictive, cancer-causing devices and they have the choice in front of them to use them or to not use them, as I said before, to effectively lessen the number of youth who choose to use these products, all flavors need to go. If any flavors are still on the market, that is going to be what you will find youth using. As a youth advocate and as a regular youth I firmly believe that the only way to end the youth vaping epidemic is by ending all access AND availability to flavored tobacco products in all forms. We deserve more than a lifetime of addiction.