



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

March 26, 2019

The Honorable David Ryu
Chairman, HEALTH, EDUCATION, NEIGHBORHOODS, PARKS, ARTS, AND RIVER COMMITTEE
Los Angeles City Hall, Room 425
Los Angeles, CA 90012

Re: **Council File: 18-1104**

Dear Chairman Ryu:

On behalf of JUUL Labs, I respectfully submit comment on Council File 18-1104, which calls for, "a report on a proposed strategy to restrict the sale of flavored tobacco products to youth and young adults."

Our San Francisco-based company was founded by former smokers with the goal of improving the lives of the world's one billion adult smokers by eliminating cigarettes. Smoking continues to be the leading cause of preventable death globally and an estimated 40,000 Californians die each year from smoking-related illnesses. Smoking remains one of the most pressing public health crises of our day. We believe JUUL can accelerate cigarette displacement and offer adult smokers a viable alternative to drive them from combustibles.

For example, recent data show [nearly 60 percent of adult smokers](#) who purchased and used JUUL products fully switched from combustible cigarettes within 90-days of use. The JUUL system represents an unprecedented opportunity to help adult smokers switch from combustible cigarettes and bring lasting change to an industry that has not seen disruption in nearly a century.

To preserve the potential unparalleled public-health impact of vapor products, like JUUL, for the adult smoker, we also must ensure these products stay out of the hands of youth. With the reported increase in youth use of vapor products, JUUL Labs has undertaken significant commitments to lead the category to reverse this trend.

In November 2018, we implemented a comprehensive action plan to address youth access, appeal, and use of JUUL products. The company immediately suspended the sale and distribution of non-tobacco and non-menthol-based flavored JUUL products to traditional retail. Currently, we only sell these flavored products through our ecommerce platform (JUUL.com), which utilizes sophisticated, multi-step technology to ensure purchasers are 21+ and prevent bulk purchases. Social sourcing, obtaining products from family, friends, and classmates of legal



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

age, remains the leading contributor of youth access. Thus bulk-purchasing limits are critical to any measure that seeks to address youth access effectively.

Under our action plan, we also exited our U.S. social media accounts, maintaining only a Twitter account for non-promotional communications. We are continuously working to remove inappropriate third-party generated social media content in partnership with major social media companies. Furthermore, we have committed to full-system traceability for JUUL products, which will enable us to track confiscated JUUL products through the distribution chain to identify bad-actor retailers potentially selling product to youth. Additionally, we are moving full steam ahead with the development of our Bluetooth-connected device that will incorporate user-level access restrictions to prevent youth use.

In closing, JUUL Labs is committed to being part of the solution — a solution to eliminate cigarette use among adults and a solution to address youth use of vapor products. We believe adult smokers should continue to have an off-ramp from cigarettes, but that no youth should ever use vapor products. We're taking aggressive steps to restrict youth access and look forward to assisting your committee, the City Attorney, and Chief Legislative Analyst with achieving that public policy goal.

Sincerely,

A handwritten signature in black ink, appearing to read "Jon Berrier". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jon Berrier
Senior Director, Public Affairs

Cc: The Honorable Mitch O'Farrell, Member, HEALTH, EDUCATION, NEIGHBORHOODS,
PARKS, ARTS, AND RIVER COMMITTEE
The Honorable Curren Price, Member, HEALTH, EDUCATION, NEIGHBORHOODS, PARKS,
ARTS, AND RIVER COMMITTEE



San Fernando Valley LGBT Community Center

11243 Glenoaks Blvd #11 Pacoima CA 91331

Office: 747 999-7466 Fax: 818 890-5455

March 26, 2019

Councilmember David Ryu

Chair – Health, Education, Neighborhoods, Parks, Arts, and River Cmte

200 N Spring St, Rm 425

Los Angeles, CA 90012

Dear Councilmember Ryu:

The San Fernando Valley LGBT Community Center supports Councilmember Mitch O'Farrell's motion (Council File: 18-1104) requesting the City Attorney and Chief Legislative Analyst to report on strategies to protect communities from flavored tobacco products.

The San Fernando Valley LGBT Community Center serves LGBTQ teens, young adults and their families in the San Fernando Valley and is a broad-based coalition made up of organizations serving the LGBT population. Special efforts are centralized around specifically outreaching to the Latino population in order to increase awareness, understanding and acceptance while diminishing stereotypes, prejudices and discrimination. Many of the youth we serve have indicated that they use flavored tobacco products despite the fact that it is illegal to use and purchase the harmful tobacco products.

San Fernando Valley LGBT Community Center's youth have joined with adult allies to implement strategies to prevent underage access to tobacco products. We encourage the City of Los Angeles to consider a policy that restrict the sale of flavored tobacco. Policies that prohibit the sale of flavored tobacco products help to protect not only youth but all communities from a lifetime of addiction.

Sincerely,

Renato Lira

Renato Lira

Executive Director

Cc:

Councilman Mitch O'Farrell, Council District 13 and Vice-Chair - Health, Education, Neighborhoods, Parks, Arts, and River Cmte

Councilmember Curren Price, Council District 9 - Health, Education, Neighborhoods, Parks, Arts, and River Cmte Member

Councilmember Bob Blumenfield, Council District 3

Councilmember Monica Rodriguez, Council District 7

Councilmember Marqueece Harris-Dawson, Council District 8

Councilmember Mike Bonin, Council District 11