

Stepping up the fight against underage vaping.




Underage vaping is a serious problem.

At JUUL Labs, we are taking action to combat it.

In November 2018, we:

-  Expanded our advocacy for raising the legal age of purchase for our products to 21+.
-  Exited the retail market for our non-tobacco, non-menthol-based flavors.
-  Enhanced age verification on our website.
-  And shut down our Facebook and Instagram accounts.

Today we are:

-  Deploying a retail age-verification system stricter than alcohol or cigarettes.
-  Expanding programs to track sources of JUUL Devices confiscated from minors.
-  Instituting a 3-Strikes-and-You're-Out policy for non-compliant retailers.

Reducing underage vaping won't happen overnight. But we are committed to doing our part both because it's the right thing to do and because it is essential to achieving our true goal of providing the world's one billion smokers an alternative to cigarettes.

For more information about the steps JUUL Labs is taking to address underage use, visit [JUUL.com/YP](https://www.juul.com/YP).