



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

February 26, 2019

Chairman James A. Dunnigan
Utah House Business and Labor Committee
350 North State
Suite 350
Salt Lake City, UT 84114

Dear Chairman Dunnigan and members of the House Business and Labor Committee,

We believe that raising the minimum age to purchase tobacco products to 21 years is a critical step in combatting underage use of combustible cigarettes, vapor, and other alternative nicotine products. On behalf of JUUL Labs, we are writing to express strong support for your efforts to increase the age limit and vote yes on House Bill 324.

JUUL Labs' mission is to improve the lives of the world's one billion adult smokers by eliminating cigarettes. In the past three years, more than one million adult smokers have switched to JUUL, and we are working to help twenty million more do the same by 2020.

We are committed to preventing the use of tobacco products, including vapor products like JUUL, by America's youth. While 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 these products. States and jurisdictions that have passed Tobacco 21 legislation have realized encouraging results. In 2005, Needham, Massachusetts became the first locality to pass Tobacco 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.

We remain committed to working with you to address youth use of all tobacco products and preventing a new generation from becoming addicted to nicotine. We believe that raising the minimum age to purchase tobacco products to 21 years is a critical step. Then, we can continue to fulfill our mission to eliminate combustible cigarettes among adult smokers. We encourage the committee to vote to approve HB 324 and recommend passage to the House floor.

Should you have questions about this or other relevant policy matters, please contact Craig Hulse at craig.hulse@juul.com.

Sincerely,

Craig Hulse
State Government Affairs
JUUL Labs

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.