

COMBATING UNDERAGE VAPING

**Youth vaping is a serious problem.
To help address it, JUUL Labs has:**

Advocated for raising the legal age to purchase our products to 21+ nationwide.

Stopped the sale of non-tobacco and non-menthol based flavored JUULpods to our traditional retail store partners—these products are now only available on our website.

Enhanced our online age verification process.

Strengthened our retail compliance program with over 2,000 secret shopper visits per month.

Shut down our Facebook and Instagram accounts and are working to remove inappropriate social media content generated by others on those platforms.

And we continue to invest in new technologies to further restrict youth access.

**FOR ADULT
SMOKERS ONLY**

JUUL LABS

[JUUL.com/youth-prevention](https://www.juul.com/youth-prevention)