

**Why JUUL's decision to pull 'all' flavors deserves no praise
Statement from Truth Initiative CEO & President Robin Koval on JUUL announcement to
pull all non-menthol flavors**

October 17, 2019

JUUL deserves no congratulations for its announcement today that it will cease to sell flavored e-cigarettes other than mint and menthol. We, and JUUL, know that mint and menthol are among the most popular flavors for youth, with 64% of high school e-cigarette users using those flavors. We also know, as does the tobacco industry, that menthol has been and continues to be the starter flavor of choice for young cigarette users. Without question, this is a calculated move by JUUL's new tobacco industry leadership to forestall the Trump administration's promise to remove *all* flavored e-cigarettes from the market. The administration should not be influenced and should immediately put its plan in place to remove all flavored e-cigarettes, including mint and menthol, from the market and put an end to the youth e-cigarette epidemic and this giant chemistry experiment on our kids that has put the health of America's young people at great risk.