JUUL Suspends Flavors Template LTE

Drafted October 18, 2019

**Don’t be fooled by Juul’s new flavor stunt**

Dear Editor,

START YOUR LETTER BY SHARING THAT JUUL ANNOUNCED ON THURSDAY, OCTOBER 17 THAT THEY WERE SUSPENDING FRUIT AND DESSERT FLAVORS FOR THEIR PRODUCTS, INCLUDING CRÈME, FRUIT, MANGO, AND CUCUMBER. WHILE THE MOVE MAY SEEM RESPONSIBLE AT FIRST GLANCE – IT’S MISSING THE KEY FLAVORS OF MINT AND MENTHOL.

SHARE THAT THESE FLAVORS, JUST LIKE CANDY AND FRUIT-FLAVORED VARIETIES, ARE EXTREMELY POPULAR WITH YOUTH. IN FACT, THE 2019 NATIONAL YOUTH TOBACCO SURVEY FOUND THAT [NEARLY 2/3 OF HIGH SCHOOL E-CIGARETTE USERS USE MINT OR MENTHOL FLAVORS, A JUMP OF OVER 50% FROM 2018](https://www.tobaccofreekids.org/assets/factsheets/0382.pdf).

NOW SHARE SOME BACKGROUND ON MENTHOL/MINT – HOW DO THESE SPECIFIC FLAVORS MAKE IT EASIER TO START AND HARDER TO QUIT? ([YOU CAN FIND GOOD INFO HERE](https://truthinitiative.org/research-resources/traditional-tobacco-products/menthol-facts-stats-and-regulations))

DO YOU WORK IN SCHOOLS OR WITH YOUNG PEOPLE? IF SO, TALK ABOUT HOW YOU’VE SEEN TEENS DEALING WITH ADDICTION. IF YOU’RE A FORMER SMOKER WHO USED MENTHOL PRODUCTS, TALK ABOUT THE DIFFICULTY OF QUITTING. BOTTOM LINE: EXPLAIN WHY IT’S IMPORTANT FOR ALL FLAVORS TO BE TAKEN OFF THE MARKET.

MOTIVATE READERS BY STATING THAT IT’S UP TO ALL OF US TO END THE YOUTH E-CIGARETTE EPIDEMIC. SHARE THAT THERE ARE RESOURCES TO HELP YOUTH QUIT E-CIGARETTES. THE WISCONSIN TOBACCO QUIT LINE PROVIDES FREE HELP TO YOUTH AGES 13 AND UP, AND ENCOURAGE TEENS TO CALL AT 1-800-QUIT NOW (784-8669). ALSO LET TEENS KNOW THEY CAN GET HELP BY TEXTING “DITCHJUUL” TO 88709.