



## **What's going on with JUUL?**

***On June 23, 2022 FDA issued market denial orders that would remove all JUUL products from store shelves. FDA issued this ban over concerns that the products do not adequately protect public health and because potentially harmful chemicals may leach from the JUUL e-cigarette pods.***

***JUUL immediately sued FDA and on June 24, 2022 the U.S. Court of Appeals for the D.C. Circuit entered a temporary stay which reversed the FDA orders, allowing JUUL products to continue to be legally marketed and sold in the United States.***

***On July 5, 2022 FDA issued an administrative stay on their own order, citing scientific issues unique to the JUUL application that warrant a review of the agency's initial decision to ban the company's e-cigarettes.***

- *The agency's decision to issue this stay moves the investigation from the public court back into the private internal review process of FDA.*
- *FDA has cautioned that this move to review the evidence again does not constitute a rescinding of the original order, and should not be misconstrued as such.*
- *Right now JUUL products can continue to be sold while the process proceeds.*

***As we await the results of this important review process we can and should continue to educate around one of the central imperatives of our movement: youth prevention. There is much that we already know:***

- *JUUL has targeted youth through small, familiar-looking devices and youth-friendly flavors.*
- *JUUL was a major driver in the e-cigarette epidemic that threatens to upend decades of public health progress in this arena.*
- *Use of JUUL products have been associated with acute lung disease and memory problems.*

***Parents and guardians should remain vigilant about products in an ever-changing market. Teens who want help quitting can get free help by texting "VAPEFREE" to 873373***