

ATTENTION RETAILERS

To date, the FDA has authorized 34 e-cigarette products and devices.
These are the only e-cigarette products that currently may be lawfully sold in the U.S.

New tobacco products on the market without the required premarket authorization are adulterated and misbranded under the FD&C Act and are subject to FDA enforcement action.

E-cigarettes Authorized by the FDA

As of July 2024, these are the only e-cigarettes authorized to be sold in the U.S.

Logic Technology Development LLC

Logic Regular Cartridge/Capsule Package
Logic Vapeleaf Cartridge/Capsule Package
Logic Vapeleaf Tobacco Vapor System
Logic Pro Tobacco e-Liquid Package
Logic Pro Capsule Tank System (1)
Logic Pro Capsule Tank System (2)
Logic Power Tobacco e-Liquid Package
Logic Power Rechargeable Kit

R.J. Reynolds Vapor Company

Vuse Alto Power Unit
Vuse Alto Pod Golden Tobacco 5%
Vuse Alto Pod Rich Tobacco 5%
Vuse Alto Pod Golden Tobacco 2.4%
Vuse Alto Pod Rich Tobacco 2.4%
Vuse Alto Pod Golden Tobacco 1.8%
Vuse Alto Pod Rich Tobacco 1.8%
Vuse Vibe Power Unit (1)
Vuse Vibe Tank Original 3.0%
Vuse Vibe Power Unit (2)
Vuse Ciro Power Unit (1)
Vuse Ciro Cartridge Original 1.5%
Vuse Ciro Power Unit (2)
Vuse Solo Power Unit
Vuse Replacement Cartridge Original 4.8% G1
Vuse Replacement Cartridge Original 4.8% G2

NJOY LLC

NJOY DAILY Rich Tobacco 4.5%
NJOY DAILY EXTRA Rich Tobacco 6%
NJOY DAILY EXTRA Menthol 6%
NJOY DAILY Menthol 4.5%
NJOY ACE Device
NJOY ACE POD Classic Tobacco 2.4%
NJOY ACE POD Classic Tobacco 5%
NJOY ACE POD Rich Tobacco 5%
NJOY ACE POD Menthol 2.4%
NJOY ACE POD Menthol 5%

For the most up-to-date list of authorized e-cigarettes, visit the [Searchable Tobacco Products Database](#).

While these products are authorized to be sold in the U.S., it does not mean these products are safe nor are they "FDA approved." All tobacco products are harmful and potentially addictive. Those who do not use tobacco products shouldn't start.

SOURCE: FDA Authorized E-Cigarette Products flyer - July 2024)



“IT IS ILLEGAL TO SELL, IMPORT, DISTRIBUTE, OR OFFER FOR SALE OR DISTRIBUTION TO U.S. CONSUMERS ANY E-CIGARETTE THAT HAS NOT BEEN AUTHORIZED BY FDA.”

-- Brian King, Ph.D., M.P.H., Director of FDA's Center for Tobacco Products
[“FDA Warns Online Retailers to Stop Selling Illegal E-Cigarettes Popular Among Youth”](#)



FDA's Tobacco Products Enforcement Priorities

Enforcing against unauthorized ENDS products, including unauthorized products popular with youth, are among FDA's highest enforcement priorities.

A new tobacco product must have FDA authorization before it can be legally marketed, and generally, products without authorization are at risk of enforcement action.

SOURCE: [fda.gov/tobacco-products/compliance-enforcement-training/advisory-and-enforcement-actions-against-industry-unauthorized-tobacco-products](https://www.fda.gov/tobacco-products/compliance-enforcement-training/advisory-and-enforcement-actions-against-industry-unauthorized-tobacco-products)

Other Important Resources for Retailers



Follow the legal sales age of 21 for all tobacco product purchases.

Let customers know that your store checks IDs and doesn't sell to anyone under 21. Learn more at dhs.wi.gov/tobacco21.



Review the FDA Tobacco Products Database

Find the latest details on tobacco products that may be legally marketed in the United States.



Train employees to follow FDA guidelines

At [WiTobaccoCheck.org](https://www.witobaccocheck.org), use the free, state-approved online tool for training on tobacco sales laws.



Ensure your business complies with advertising and labeling laws

This includes following regulations on samples, flavors, packaging, and warning statements.