

# ATTENTION RETAILERS

**To date, the FDA has authorized 39 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 2025, 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 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  
Vuse Vibe Power Unit (1)  
Vuse Vibe Power Unit (2)  
Vuse Vibe Tank Original 3.0%

### 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%

### JUUL Labs Inc.

JUULpods (Menthol 3.0%)  
JUULpods (Menthol 5.0%)  
JUULpods (Virginia Tobacco 3.0%)  
JUULpods (Virginia Tobacco 5.0%)  
JUUL Device

**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 \(July 2025\)](#)



## 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://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](https://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://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.