

# House Bill 49 Restricting Youth Access To Tobacco and E-Cigarettes

## “T-21”

Office of Representative Sara Hannan



# E-Cigarette Marketing

R.J. Reynolds Then



R.J. Reynolds Now



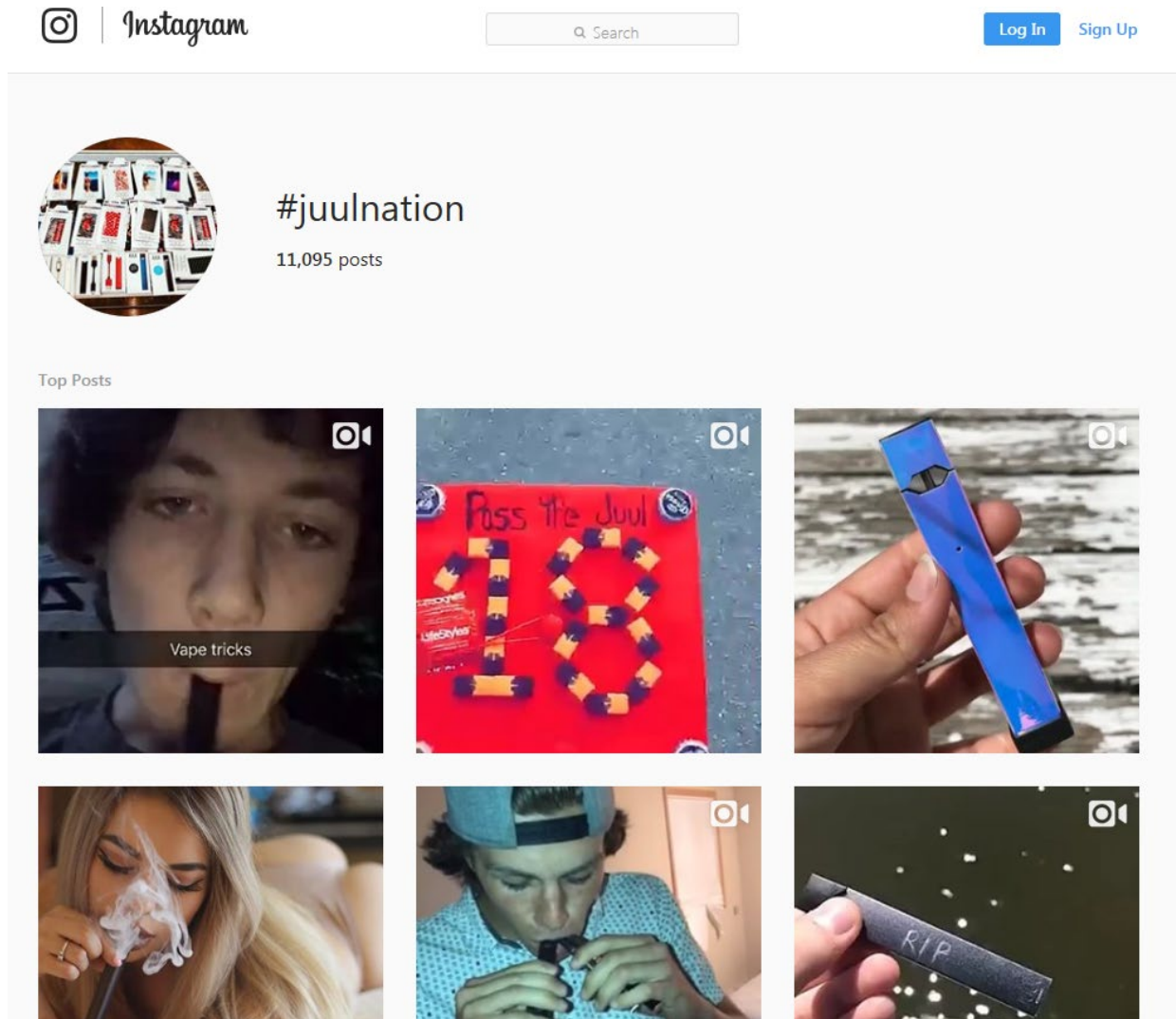
JUUL Ads



Youth are targets of industry marketing.  
Vapor product marketing is totally  
unregulated.



# Social Media – Instagram/Twitter/Youtube



## My First Time Vaping With Friends!

Jess Lizama ✓

6 months ago • 335,959 views

Sounds like a meme, moms who vape but I had THE best time with my best babes! This product DOES NOT contain the popcorn ...



## Top 5 Beginner Vape Mistakes | NO.1 EJUICE UK

No.1 EJuice

4 months ago • 674,000 views

Your One-stop Vape Shop Online & In-store! New Arrivals!

<https://www.no1ejuice.com/new-e-liquid-products/> This video is here to ...



## Ok lets talk about "WETLUNG" and vaping

GrimmGreen ✓

1 month ago • 141,065 views

Please read the description below for all advocacy links and or product / Juice links #DoSomething #GetInvolved THE FDA ...



## Vaping in front of my mom for the 1st time..

Infinite Lists ✓

4 months ago • 1,582,172 views

Vaping In Front Of My Mom For The First Time.. I hope you enjoyed this funny video! No, I don't vape! And for all you kids out there.



## ☆☆ Vaping on a Budget - Best Regulated Mods

VapnFagan ✓

3 months ago • 158,086 views

ASMODUS minikin REBORN 1.5 69.95

<https://www.vaporrange.com/asMODus-Minikin-Reborn-168W-Mo...>



[illegible]

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## Sample Disposable Vaping Product Pricing – January 2023



### ELF BAR BC3500

Pre-Filled: 10ml liquid  
Hits: 3,500  
Nicotine: 50mg  
Battery: 650mAh  
Retail: \$13.60



### Mr. Fog Max Air

Pre-Filled: 8.0ml liquid  
Hits: 4,000  
Nicotine: 5%  
Battery: 1,100 mAh  
Retail: \$12.99



### Kangvape Onee Stick

Pre-Filled: 7ml liquid  
Hits: 1,900  
Nicotine: 5%  
Battery: 1,100mAh  
Retail: \$10.99



### Hyppe Max Flow Mesh

Pre-Filled: 10ml liquid  
Hits: 2,000  
Nicotine: 5%  
Battery: 900mAh  
Retail: \$14.99

Source: [www.myvapereview.com](http://www.myvapereview.com)



### Hyde Retro Recharge

Pre-Filled: 12ml  
Hits: 4,000  
Nicotine: 5%  
Battery: 400mAh (rechargeable)  
Retail: \$15.99



### ZOVOO Dragbar B5000

Pre-Filled: 13ml liquid  
Hits: 5,000  
Nicotine: 0/20/50mg  
Battery: 500mAh  
Retail: \$20.99



# Cigs in a Pod



tobaccopreventiontoolkit.stanford.edu

1 Pack of Cigarettes  
≈20 mg of nicotine



**=20**  
CIGARETTES

1 JUUL pod  
≈41.3 mg of nicotine



**≈41**  
CIGARETTES

1 Puff bar  
≈50 mg of nicotine



**≈50**  
CIGARETTES

1 Suorin pod  
≈90 mg of nicotine



**≈90**  
CIGARETTES

