

**Senate Bill 89**  
**Restricting Youth**  
**Access To Tobacco and**  
**E-Cigarettes**

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**“T-21”**



# E-Cigarette Marketing

R.J. Reynolds Then

R.J. Reynolds Now

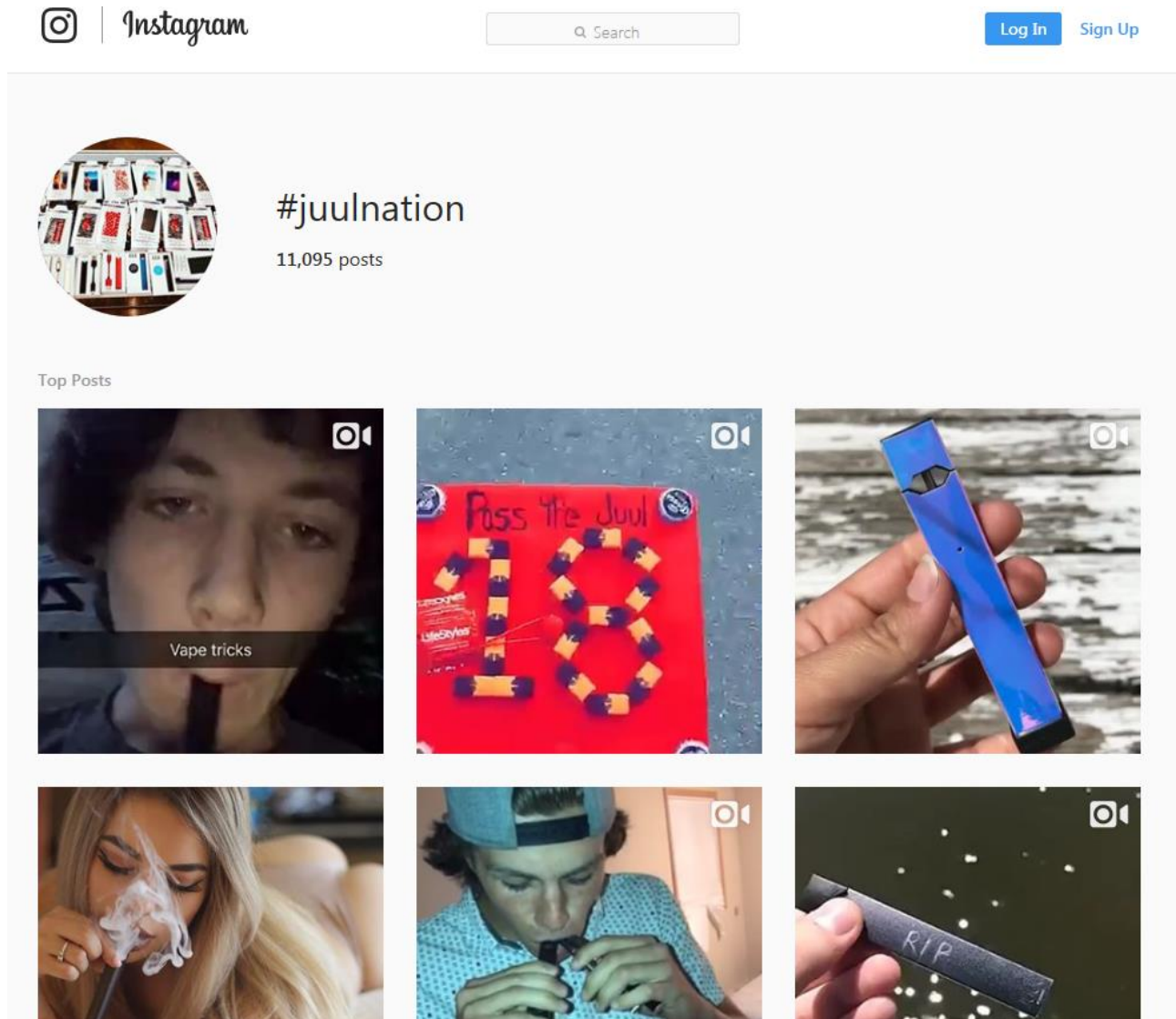


JUUL Ads



Youth are targets of industry marketing. While the legislation protects advertising of tobacco products on the left, 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](http://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



**1994** – The “Waxman Hearings” – After 50+ years, the CEO’s of the major U.S. cigarette manufacturers appear before Congress, swearing under oath that their products (nicotine in particular) were neither addictive nor harmful to human health.



**2007-present** – Industry advocates insist E-Cigarettes are neither addictive nor harmful, that they are safe, a healthy alternative to tobacco, and that more time, research and data is needed to study its effect on human health.