

PRESS RELEASE

JUUL ENCOURAGES ADULT SMOKERS TO SWITCH THIS OCTOBER

Best-selling US vape, now in the UK, launches new silver device and reduced price throughout October to help adult smokers switch

PRESS RELEASE (LONDON 20TH SEPTEMBER 2018): JUUL, the USA's best-selling vaping technology which launched in the UK in July 2018, is furthering its ambitions to positively impact the lives of the world's one billion smokers, by helping smokers across the UK to switch from cigarettes this October.

JUUL will be introducing a new silver device in October and reducing the price of its starter kit to £19.99 to help the 61% of UK smokers who say they want to switch¹.

While smoking rates are falling, there are currently 7.4 million adult smokers in the UK¹. In 2015-2016, 474,000 hospital admissions and 79,000 in the UK were attributable to smoking². Public Health England research has shown that vaping is 95% less harmful than smoking tobacco³ and has encouraged smokers to switch.

Independent research by Centre for Substance Use Research showed that 64% of US-based adult smokers who try JUUL no longer smoke⁴. JUUL is one of the few major vape brands not affiliated with Big Tobacco and is committed to using technology to provide the best possible solutions for adult smokers who want to switch.

JUUL was created by founders James Monsees and Adam Bowen, who applied their product design backgrounds to develop a better alternative for smokers like them. JUUL's simple and clean design eliminates the need for cords, messy refills, buttons, switches or set up.

JUUL operates with a closed system of JUULpods that provides product quality, and consistency and click intuitively into the top of the device. When activated with a simple inhale, JUUL delivers a patented JUULSalts e-liquid formula that is designed to satisfy, with a smooth vape experience.

¹ ONS, *Adult smoking habits in the UK: 2017*

² ONS, *Adult smoking habits in the UK: 2017*

³ Public Health England, 'Evidence review of e-cigarettes and heated tobacco products 2018: executive summary', 2018

⁴ CSUR, 2018

PRESS RELEASE

JUUL is available from Selfridges, specialist vape stores and through JUUL Labs's own age-controlled online retail site www.juul.co.uk for adult smokers only.

JUUL CONTAINS NICOTINE. Non-smokers and anyone under 18 years should not attempt to purchase the product and those able to stop smoking immediately should do so as the best option before considering a vape alternative.

Starter kits, which include the JUUL device, USB Docking Station and four flavours - Golden Tobacco, Glacier Mint, Mango Nectar, Apple Orchard and Royal Crème reduced to £19.99 throughout October. Four pod refill packs cost £9.99 are available in Golden Tobacco, Apple Orchard, Glacier Mint, Mango Nectar and Royal Crème.

-ENDS-

About JUUL Labs

JUUL Labs is a technology company dedicated to eliminating cigarettes by offering existing adult smokers a true alternative to combustible cigarettes. The company's research shows that more than one million smokers in the US have already switched to JUUL, and we are working to enable millions more to switch in the coming years through technological innovations.

Media Contact: media@JUUL.co.uk / 020 3003 6706