



## As Ireland struggles to meet its tobacco-free targets, JUUL arrives as a switching option for the country's 830,000 adult smokers

- Every week, 100 people die in Ireland as a result of smoking<sup>1</sup>
- Ireland is not on track to achieving its target of being tobacco-free by 2025<sup>1</sup>
- Two-thirds of Irish smokers want the Irish Government to prioritise helping smokers quit<sup>2</sup>
- JUUL Labs launches in Ireland with the mission to improve the lives of adult smokers and ultimately eradicate cigarettes

**Dublin, 7 May 2019** - JUUL Labs, the leading start-up in vaping technology in the United States, has come to Ireland as a switching option for the country's 830,000 adult smokers. JUUL will go on sale in 160 Circle K service stations and 50 Hale Vaping stores across the country from tomorrow, following recent launches across Europe and its rise as market leader in the US, as the company takes another step in its mission to improve the lives of the one billion adult smokers worldwide.

### Smoking habits in Ireland

Currently, 22% of Irish people smoke. In 2013, Ireland committed to reducing that figure to 5% and becoming "tobacco-free" by 2025, but latest estimates suggest this target will not be met until 2052<sup>1</sup> at the earliest. Meanwhile, every week, over 100<sup>1</sup> people die in Ireland (approximately 5,800 annually) as a direct result of smoking.

New findings by RED C Research, from a survey of 832 adult smokers, show some 84% of smokers say they want to quit smoking<sup>2</sup>, with 95% wanting to quit for health reasons. However, the study demonstrated the significant challenges with traditional methods of quitting, as 58% of the smokers unable to quit had been unsatisfied with cigarette alternatives and 56% missed the ritual of smoking.

Meanwhile, 53% of smokers agreed vaping helped smokers to quit and 67% said the Irish Government should prioritise helping smokers quit.

### Vaping, an ally in the fight against smoking

Smoking remains the largest public health problem and the primary cause of preventable death in Western countries, which is why many leading health organisations support vaping as an alternative to tobacco. Public Health England, a body of the UK Ministry of Health, asserts that vaping is at least 95% less harmful than smoking<sup>3</sup>, and entities such as the American Cancer Society and the UK College of Physicians also recognise the potential of vaping as a harm reduction alternative to combustible cigarettes.

**Grant Winterton, EMEA President JUUL Labs**, says: *"The launch of JUUL is a major step forward for the 830,000 adult smokers in Ireland and demonstrates our commitment to our mission to improve the lives of the one billion adult smokers worldwide, given tobacco remains the leading global cause of preventable death. A lack of satisfaction has commonly been a concern in e-cigarette use, as demonstrated by the latest REDC survey, but JUUL has been specifically designed to offer an effective alternative to adult smokers to facilitate a full switch away from the combustible cigarette."*

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<sup>1</sup> The State of Tobacco Control in Ireland HSE Tobacco Free Ireland Programme, 2018:

<https://www.hse.ie/eng/about/who/tobaccocontrol/the-state-of-tobacco-control-in-ireland%E2%80%932018-report.pdf>

<sup>2</sup> REDC Survey – Smoking Behaviour in Ireland, April 2019

<sup>3</sup> Public Health England (2018). Evidence review of e-cigarettes and heated tobacco products 2018: executive summary. <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

## **The switching alternative for adult smokers**

JUUL is a simple, functional and portable device with unique technology. Through a closed vaping system with capsules (pods) and a patented temperature control design, it provides users with a consistent and satisfying experience. JUUL does not combust or contain tobacco and therefore does not produce the associated carbon monoxide and 7,000+ harmful components present in traditional cigarettes. JUUL contains nicotine, which is an addictive substance, but is not associated with the multiple health issues of tobacco smoking.

**Gareth Smyth, General Manager of JUUL Labs Ireland**, says: *"Tobacco causes millions of deaths worldwide and kills over 5,800 in Ireland alone every year. Our mission is to improve smokers' lives by offering an effective switching alternative and our ultimate goal is to eliminate cigarettes from the face of the earth. Our launch of JUUL in Ireland, a country with some 830,000 adult smokers, is an important step towards this goal and towards helping Ireland reach its tobacco-free targets, which won't be delivered at current quit rates."*

JUUL products are appropriate only for adult smokers looking to switch. No non-nicotine users, most especially youth, should ever try JUUL. This launch in Ireland will be underpinned by JUUL Labs' industry-leading code of practice, to ensure responsible and restrictive advertising, marketing and age-gated product access. All retail partners must comply with JUUL Labs' "Challenge 25" policy, whereby any customer who looks under the age of 25 must produce ID to prove they are over the age of 18, and retailers will be regularly monitored through an auditing programme to ensure adherence, or they will be excluded as JUUL stockists. Advertising and marketing are testimonial-led, featuring the stories of adult smokers who have successfully made the switch from combustible cigarettes.

JUUL will be initially sold exclusively in Circle K service stations and Hale Vaping stores – with further outlets to follow – and on the new JUUL Ireland website, which will have a rigorous two-step age verification system on all purchases.

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### **About JUUL Labs**

JUUL Labs is a consumer product company dedicated to eliminating cigarettes by offering existing adult smokers a true alternative to combustible cigarettes. The mission of the company is to improve the lives of the world's one billion smokers. The company's research shows that millions of smokers in the US have already switched to JUUL and, through technological innovations, JUUL Labs is working to enable millions more to switch in the coming years.

### **About JUUL**

JUUL is a closed system vapour technology system that offers adult smokers a simple, satisfying alternative to smoking but without the carbon monoxide and other toxic chemicals that are the key health risks present in smoking combustible tobacco.

JUUL is a simple, intuitive system requiring no buttons, leads or wires. The functional design makes it easy to switch from combustible tobacco, while the carefully selected range of flavours, developed specifically for adult palates, assist in the switch by including flavours that move away from the tastes of traditional cigarettes.