



For Immediate Release

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JUUL Labs Canada opens second retail location in Alberta; Calgary store offers age-restricted place to communicate directly with adult smokers

18+ store supports JUUL Labs' mission to help adult smokers move away from combustible cigarettes

January 3, 2020 – Calgary, Alberta – Today JUUL Labs Canada opened a retail store in Calgary, the company's second store in Alberta. This 18+ age-gated store is a place to communicate directly with adult smokers and help them find products that can help them move away from cigarettes. All visitors will be subject to strict age verification before entry.

"We remain committed to helping adult smokers move away from cigarettes, and products like JUUL can help make that transition happen," said Michael Nederhoff, President, JUUL Labs Canada.

[Health Canada](#) has stated that "Vaping is less harmful than smoking" and the retail store supports the company's mission of impacting the lives of Canada's five million adult smokers by providing an alternative to combustible cigarettes.

About JUUL Labs Canada

JUUL Labs Canada is part of the JUUL Labs Inc. group of Companies that was founded to provide the world's one billion adult smokers a satisfying alternative to smoking combustible cigarettes. Smoking is the leading cause of preventable death in the world. JUUL Labs' products are designed to help smokers move away from cigarettes. For more information, please visit www.juul.ca.

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