



For Immediate Release
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JUUL Labs Canada opens first retail store in Alberta; offers age-restricted place to connect directly with adult smokers

18+ store supports JUUL Labs' mission to help adult smokers on their switching journey by offering a real alternative to combustible cigarettes

September 13, 2019 – Edmonton, Alberta – Today JUUL Labs Canada opened a retail store in Edmonton – the company's first store in Alberta. This 18+ store is a place to connect directly with adult smokers – to understand their switching journey and help them find products that can help them switch away from cigarettes. All visitors will be subject to strict age verification before entry.

"This store in Edmonton is our second location in Canada, and we're committed to providing environments for adult smokers to better understand how vaping products, like JUUL, can help them switch from cigarettes, the leading cause of preventable death worldwide," said Michael Nederhoff, General Manager, JUUL Labs Canada. "Staff at the JUUL store can work with current adult smokers to find what works best for them – selecting devices, flavours, and nicotine strengths that best meet their switching choice."

[Health Canada](#) has stated that "Vaping is less harmful than smoking" and "Flavours help make vaping liquids palatable to adult smokers seeking a less harmful alternative to tobacco. Therefore, the use of flavours in vaping liquids is not prohibited under the Tobacco and Vaping Products Act."¹

This store supports JUUL Labs' mission of impacting the lives of the world's one billion adult smokers – and five million in Canada – by providing a real alternative to combustible cigarettes.

The store will service all JUUL devices, and will also sell JUUL C1, the company's connected device. This device includes features that allow users to monitor their nicotine usage, provide access restrictions to prevent unauthorized use and find their JUUL device if it is lost. For more information about JUUL C1, please see the [Toronto store opening announcement](#).

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 switch. For more information, please visit www.juul.ca.

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¹ <https://www.cbc.ca/news/health/canadian-pediatricians-flavoured-vaping-second-opinion-1.4910030>