

[en Español \(http://esp.fda.gov/TobaccoProducts/default.htm\)](http://esp.fda.gov/TobaccoProducts/default.htm)

# E-Liquids Misleadingly Labeled or Advertised as Food Products

FDA and the Federal Trade Commission (FTC) issued warning letters to companies that misleadingly labeled or advertised nicotine-containing e-liquids as kid friendly food products such as juice boxes, candies, and cookies. E-liquids are dangerous for children, and in fact, young children exposed to nicotine in e-liquids can experience severe harms such as death, seizure, and coma.

Manufacturers of e-liquids marked with an asterisk received warning letters from FDA only, and not the FTC. Below is a list of all the companies and products included in the 17 warning letters:

## One Mad Hit Juice Box

- [NEwhere Inc. d/b/a Mad Hatter Juice \(ICECI/EnforcementActions/WarningLetters/ucm605900.htm\)](http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm605900.htm)



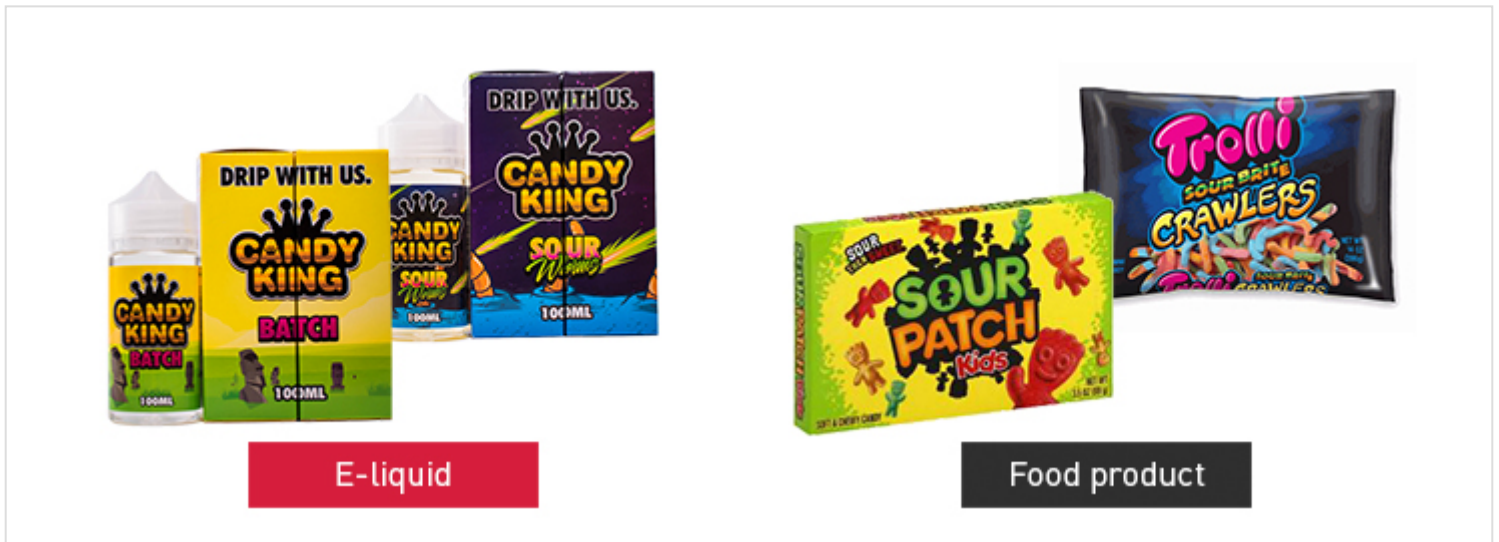
E-liquid



Food product

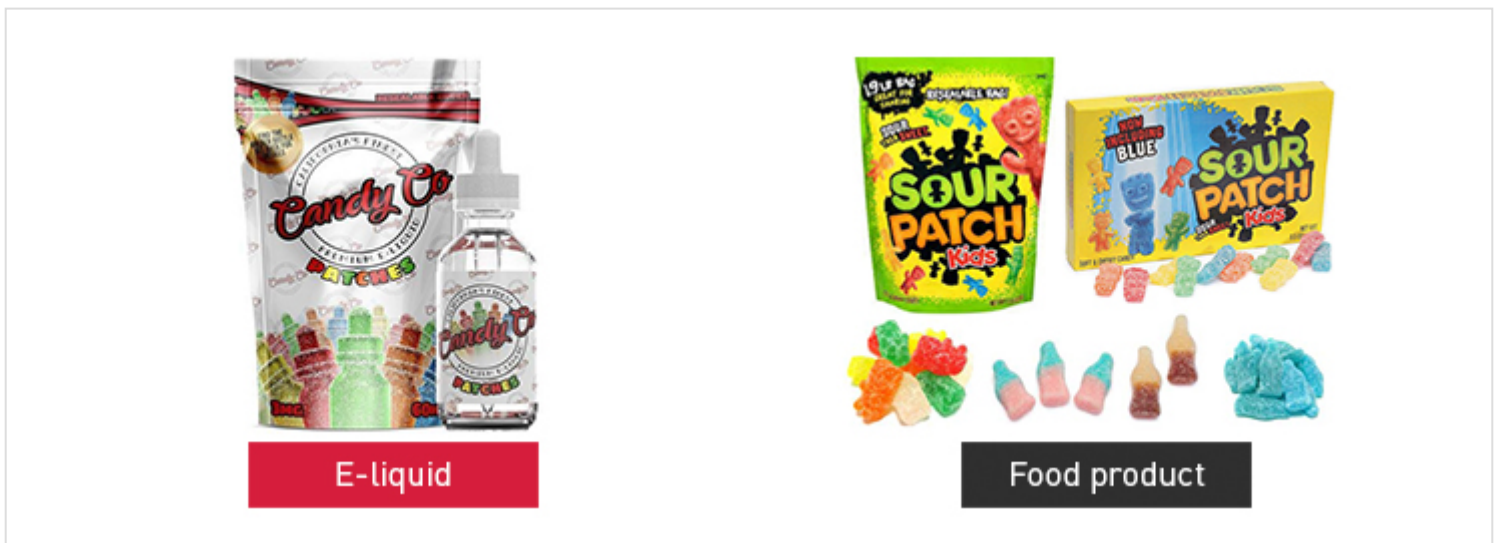
## Candy King Batch/Candy King Sour Worms

- [Drip More, LLC \(ICECI/EnforcementActions/WarningLetters/ucm605938.htm\)](http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm605938.htm)
- [On Cloud Vape \(ICECI/EnforcementActions/WarningLetters/ucm605827.htm\)](http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm605827.htm)



### Patches by Candy Co.

- [ACH Group, LLC d/b/a Candy Co E-Liquids \(ICECI/EnforcementActions/WarningLetters/ucm605819.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605819.htm)



### Pink Sticks

- [7 Daze, LLC \(ICECI/EnforcementActions/WarningLetters/ucm605933.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605933.htm)
- [Sugoi LLC d/b/a Sugoi Vapor \(ICECI/EnforcementActions/WarningLetters/ucm605397.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605397.htm)



E-liquid



Food product

### V'Nilla Cookies & Milk

- [Tinted Brew, Inc. \(/ICECI/EnforcementActions/WarningLetters/ucm605902.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605902.htm)
- [Fog It Up \(/ICECI/EnforcementActions/WarningLetters/ucm605897.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605897.htm)



E-liquid



Food product



### Whip'd Strawberry

- [Cosmic Fog Vapors d/b/a Next Day Vapor Products \(/ICECI/EnforcementActions/WarningLetters/ucm605930.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605930.htm)
- [Elite Vaporworks \(/ICECI/EnforcementActions/WarningLetters/ucm605899.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605899.htm)



E-liquid



Food product

### Twirly Pop

- [Omnia E-Liquid \(/ICECI/EnforcementActions/WarningLetters/ucm605893.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605893.htm)



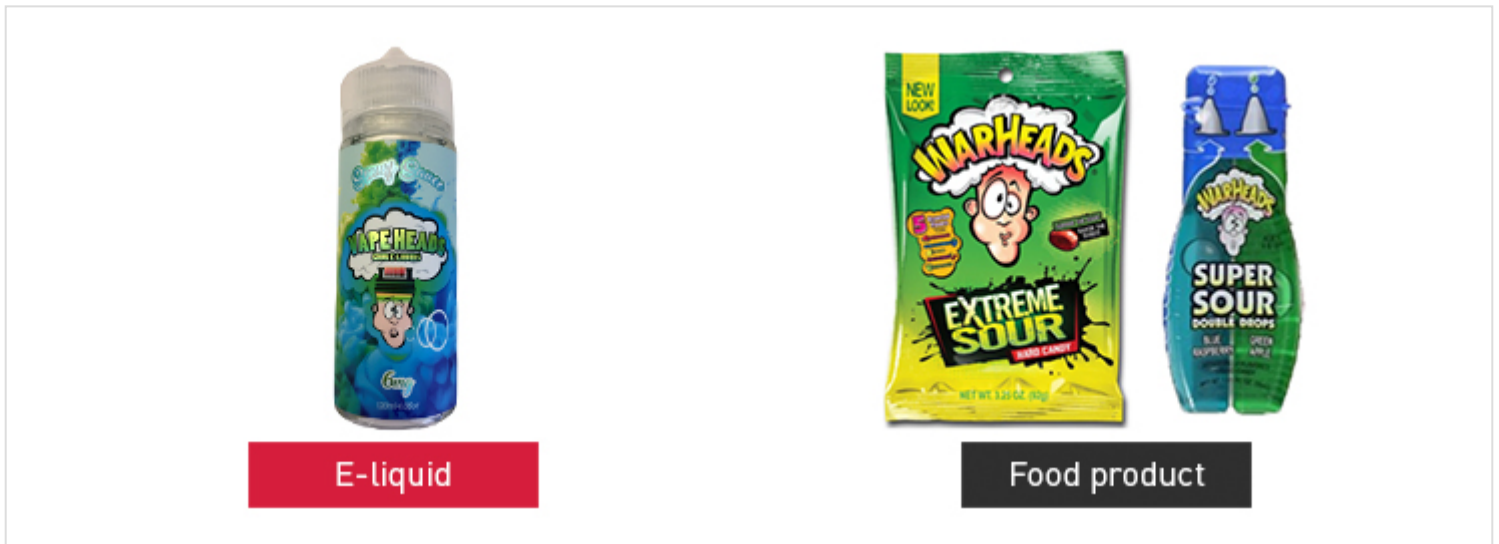
E-liquid



Food product

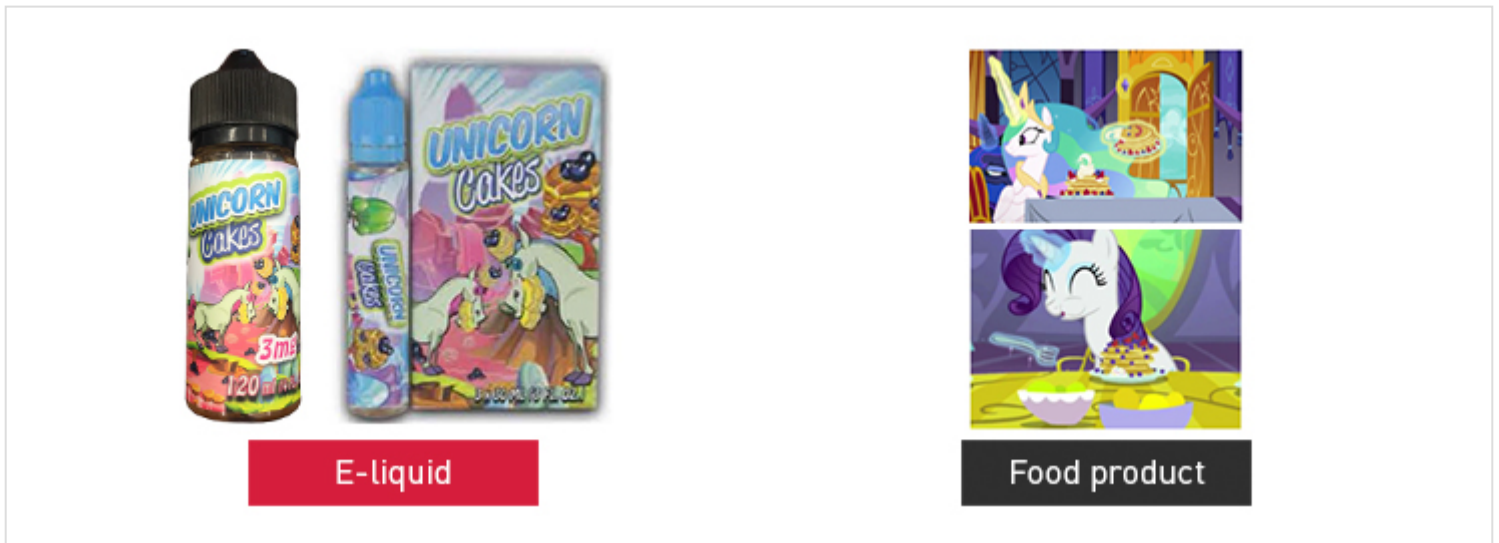
### Vape Heads Sour Smurf Sauce

- [Warrender Enterprise Inc. d/b/a Lifted Liquids and E-Liquid Retail \(/ICECI/EnforcementActions/WarningLetters/ucm605911.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605911.htm)
- [Ultimate Vape Deals \(/ICECI/EnforcementActions/WarningLetters/ucm605895.htm\)](https://www.fda.gov/iceci/enforcementactions/warningletters/ucm605895.htm)



**Unicorn Cakes\***

- [Virtue Vape, LLC \(/ICECI/EnforcementActions/WarningLetters/ucm605925.htm\)](http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm605925.htm)



**Chill Purple Grape\***

- [8937001 Canada Inc. d/b/a Chill E-Liquid \(/ICECI/EnforcementActions/WarningLetters/ucm605903.htm\)](http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm605903.htm)
- [Vallhund Vapes Inc. \(/ICECI/EnforcementActions/WarningLetters/ucm605909.htm\)](http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm605909.htm)



E-liquid



Food product

### Frank 'N Vape\*

- [13th Floor Elevapors, LLC \(/ICECI/EnforcementActions/WarningLetters/ucm605912.htm\)](https://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm605912.htm)



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### FDA's Youth Prevention Plan

The warning letters issued to these companies are just one aspect of FDA's Youth Tobacco Prevention Plan. The agency continues to enforce important existing regulations specifically aimed at addressing youth access to tobacco products, including e-cigarettes and other vaping products. Importantly, the FDA recently **announced a nationwide blitz** ([/NewsEvents/Newsroom/PressAnnouncements/ucm605432.htm](https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm605432.htm)) of brick-and-mortar and online retailers and issued warning letters to businesses that sold JUUL brand products to minors. Protecting our nation's youth from the dangers of tobacco products is among the most important responsibilities of the FDA.

### Additional Resources

- **[May 2018: FDA, FTC take action against companies misleading kids with e-liquids that resemble children's juice boxes, candies and cookies \(/NewsEvents/Newsroom/PressAnnouncements/ucm605507.htm\)](/NewsEvents/Newsroom/PressAnnouncements/ucm605507.htm)**
- **[Images from E-Liquid Warning Letters : Printable PDF \(PDF - 879KB\) \(/downloads/TobaccoProducts/NewsEvents/UCM606137.pdf\)](/downloads/TobaccoProducts/NewsEvents/UCM606137.pdf)**
- **[Do You Vape? See These Tips on How to Keep E-Liquids Away from Children \(/ForConsumers/ConsumerUpdates/ucm606055.htm\)](/ForConsumers/ConsumerUpdates/ucm606055.htm)**
- **[FDA's Plan for Tobacco and Nicotine Regulation \(/TobaccoProducts/NewsEvents/ucm568425.htm\)](/TobaccoProducts/NewsEvents/ucm568425.htm)**
- **[Vaporizers, E-Cigarettes, and other Electronic Nicotine Delivery Systems \(ENDS\) \(/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm456610.htm\)](/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm456610.htm)**

**[More in Newsroom \(/TobaccoProducts/NewsEvents/default.htm\)](/TobaccoProducts/NewsEvents/default.htm)**