



May 16, 2018

City of Milwaukee  
Attn: ALD. Robert G. Donovan, Chair  
City Hall  
200 East Wells Street  
Milwaukee, WI 53202

Dear Alderman Donovan,

I am writing today in support of ordinance 180187 relating to the regulation of electronic cigarettes for minors. At JUUL Labs, the maker of a leading vapor product in the U.S., our mission is simple: eliminate cigarette smoking throughout the world. Smoking remains the world's number one source of preventable death.

While JUUL has helped more than one million adult smokers switch from combustible cigarettes, we also recognize our duty to prevent underage individuals from accessing our product. We do not want teens or any other non-nicotine users to ever use our product. That's why we are committed to partnering with lawmakers, the FDA, social media firms, e-commerce marketplaces and law enforcement agencies to help keep JUUL out of the hands of underage people.

In our commitment to reduce underage use, we support ordinance 180187. In fact, we raised the purchasing age to 21+ on our e-commerce site last year. We also recently announced our support of state and federal efforts to raise the legal age of purchase for tobacco products to 21+. We want to be part of the solution in helping to prevent the younger generation from trying JUUL.

Thank you for your consideration of ordinance 180187.

Best,

A handwritten signature in blue ink, appearing to read "AG", with a large, stylized loop at the end.

Ashley Gould  
Chief Administrative Officer  
JUUL Labs