

FLAVORED DISPOSABLE E-CIGARETTES APPEAL TO KIDS AND REMAIN WIDELY AVAILABLE

The e-cigarette industry has already introduced the next new fad – cheap, disposable e-cigarettes in a variety of flavors. A 2019 study identified over 30 brands of disposable e-cigarettes. Unlike the “first generation” of e-cigarettes that were disposable, looked like cigarettes, and were available almost exclusively in tobacco and menthol flavors, these new products can have a similar appearance to Juul, are pre-charged, cheaper (some for less than \$5), available in a wide variety of flavors, and can even have higher nicotine concentrations.¹

Disposables have the potential to hook kids with their variety of flavors, low prices, high nicotine content, and concealability.

- Disposables come in an array of kid-friendly flavors, including cotton candy, iced apple mango, strawberry, and mint.
- These products are packed with nicotine, with some reaching up to 7.0% nicotine (a higher nicotine concentration than JUUL).²
- A single disposable device can replace the nicotine in an entire pack of cigarettes. For example, Mojo states that “the Mojo stick is equal to approximately 20 cigarettes.”³
- Ranging from as cheap as \$4.34 on sale, disposables are affordable for price-sensitive youth.⁴
- They are light and portable and their sleek designs make them easy to conceal.

These products are being marketed as starter products that are healthier.

- Companies are marketing these products as accessible and easy to use. Ready to use right out of the box, manufacturers tout the instant flavor hit and encourage users to try a variety of flavors.
 - Stig highlights on its website that its device is “extremely easy to use” and “can be utilized discreetly by all types of vapers.”⁵
 - Mojo states that “the Mojo pods are great for anyone that vapes or trying to get into vaping.”⁶
 - Mylé says about its Mini, “there’s no fussing with detachable pods” and “it’s just easy, quick and worry-free.”
 - Without having gone through the required FDA review process, Posh claims that “it helps you quit smoking cigarettes”⁷ and asserts that “Posh is a safer alternative and a healthier choice over cigarettes.”⁸
- No e-cigarette has been approved or even reviewed for smoking cessation purposes by the FDA.

The Administration’s new e-cigarette policy leaves flavored disposable e-cigarettes on the market and widely available.

- FDA’s guidance prioritizes enforcement of flavored, cartridge-based products, but explicitly states that this does not include disposable e-cigarettes (“An example of products that would not be captured by this definition include completely self-contained, disposable products”).



(July 9, 2019, <https://www.instagram.com/p/Bzt7uvRlXq/>)



¹ Williams, R, “The rise of disposable JUUL-type e-cigarette devices,” *Tobacco Control*, published online December 5, 2019

² Williams, R, “The rise of disposable JUUL-type e-cigarette devices,” *Tobacco Control*, published online December 5, 2019

³ <https://www.mojovape.com/products/tobacco>

⁴ <https://www.electrictobacconist.com/mojo-vape-lemon-dessert-disposable-pod-device-p6001>, see also: Williams, R, “The rise of disposable JUUL-type e-cigarette devices,” *Tobacco Control*, published online December 5, 2019.

⁵ <https://stigpods.com/>

⁶ <https://www.mojovape.com/pages/about-us>

⁷ <https://www.instagram.com/nowposh/>

⁸ <https://www.nowposh.com/pages/about-us>

⁹ FDA, *Enforcement Priorities for Electronic Nicotine Delivery Systems (ENDS) and Other Deemed Products on the Market Without Premarket Authorization*, Guidance for Industry, January 2020, at Note 20, <https://www.fda.gov/media/1133880/download>.

- Kid-friendly, flavored disposable products will remain on the market and widely available. Manufacturers have even produced disposable e-cigarettes in the same flavors as their pre-filled pods, so if FDA removes some flavored pods from the market, then users can easily shift to the same flavor disposable e-cigarette.