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.

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.”\(^8\)

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”).\(^9\)

\(^1\) Williams, R, “The rise of disposable JUUL-type e-cigarette devices,” Tobacco Control, published online December 5, 201
\(^2\) Williams, R, “The rise of disposable JUUL-type e-cigarette devices,” Tobacco Control, published online December 5, 201
\(^3\) https://www.mojoye.com/products/tobacco
\(^5\) https://stigpods.com/
\(^6\) https://www.moye.com/pages/about-us
\(^7\) https://www.instagram.com/nowposh/
\(^8\) https://www.nowposh.com/pages/about-us
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.