

University of Florida (Graduate)

Member Information

<u>Name</u>	<u>Year</u>	<u>Major</u>
Suzanne Dabage	2019	International Business
Stephanie Barahona	2019	International Business
Justin Schlakman	2019	Information Systems
Natalia Leal	2019	Information Systems
Olivia Piatkowski	2019	Finance

Advisor(s): Brian D. Ray

Topic: E-cigarettes: Saving or Creating an Addiction?

Division: Graduate

Audience: Juul Labs' Board of Directors

Sustainable Development Goal

SDG #3: Ensure healthy lives and promote well-being for all at all ages

Target 3.A: Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate

Indicator 3.A.1: Age-standardized prevalence of current tobacco use among persons aged 15 years and older

Executive Summary

Electronic cigarettes (e-cigarettes) market themselves as a healthier alternative to traditional cigarettes and claim to decrease preexisting tobacco use. While originally promised as an aid to quit smoking, e-cigarettes have hooked a new demographic of nonsmokers. The rise in popularity of e-cigarettes among young adults has raised concerns of whether or not e-cigarettes undermine the advancement of public health and decades of declining smoking rates.

JUUL Labs, the popular e-cigarette producer, has captured more than 75% of the U.S. e-cigarette market in less than three years. Its flagship product, JUUL, is intended to eliminate cigarettes by providing existing smokers with a true alternative to combustible cigarettes. While JUUL has accomplished eliminating tobacco from many users' lives, JUUL sells e-liquid pods that contain 5% nicotine by volume, equivalent to one pack of traditional cigarettes.

Our team has analyzed several components of dissonance between JUUL's mission and intent versus current public use. Today's recommendation focuses on closing this gap to ensure ethical and financial success for JUUL while curbing the unintended use of e-cigarettes.