



February 6, 2019

Kevin Burns
Chief Executive Officer
JUUL Labs, Inc.
560 20th Street
San Francisco, CA 94107

Dear Mr. Burns:

I am writing to request a meeting with you regarding representations that you made in a meeting with Food and Drug Administration (FDA) senior leadership on October 16, 2018, and in an “Action Plan” that followed, in which you described steps that JUUL Labs, Inc. would take to help address the mounting epidemic of youth addiction to tobacco products.

After Altria Group, Inc.’s acquisition of a 35 percent ownership interest in JUUL, many of JUUL’s public statements seem inconsistent with its previous representations to the FDA. When we meet, JUUL should be prepared to explain how this acquisition by Altria affects the commitments you made to the FDA about addressing the crisis of youth use of JUUL products.

I am aware of deeply concerning data showing that youth use of JUUL products represents a significant proportion of the overall use of e-cigarette products by children. I have no reason to believe these youth patterns of use are abating in the near term, and they certainly do not appear to be reversing. Manufacturers have an independent responsibility to take action to address the epidemic of youth use of their products.

My office will contact you to arrange a meeting to discuss these issues. Pursuant to a request we received from Altria, we intend to schedule a joint meeting to include both JUUL and Altria.

Sincerely,

Scott Gottlieb, M.D.
Commissioner of Food and Drugs

cc:

Jerry Masoudi
Chief Legal Officer, JUUL Labs, Inc.