

JUUL Lawsuits

- JUUL created by Pax Labs
- Current Lawsuits
 - Colgate v. JUUL Labs (CA)
 - D.P. v. JUUL Labs and Pax Labs (NY)
 - Cooper v. JUUL Labs and Pax Labs (CA)
 - J.Y. et al. v. JUUL Labs (FL)
 - Viscomi et al v. JUUL Labs and Pax Labs (CA)
 - Timothy Malaney v. JUUL Labs and Pax Labs (CA)

Allegations: Labeling/False Advertising

- Certain chemical in JUULs pods deliver an exceptionally potent dose of nicotine compared to traditional cigarettes
- Packaging is misleading because the dosage of nicotine stated on the packaging is lower than the actual amount of nicotine
- JUUL advertising claim that each pod is equivalent in nicotine content to a 20-cigarette pack



Allegations: Marketing Practices

- Marketing practices are creating, and addicting, an entirely new group of customers who are not regular smokers

