

FOR IMMEDIATE RELEASE

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SAFE Glen Cove Coalition- The Truth: FDA has Authorized the Marketing of Tobacco and Menthol-Flavored JUUL E-Cigarette Products.

Recently the Food and Drug Administration (FDA) authorized marketing of these products however authorization alone does not guarantee sustained public benefit over time, especially when the product has a documented history of youth appeal and nicotine addiction. Researchers at The Truth Initiative say this decision underscores the need for continued vigilance in protecting young people from nicotine initiation – and the importance of helping people who want to quit and underscores the need for continued vigilance in protecting young people from nicotine initiation and addiction.

JUUL's history is inseparable from the youth e-cigarette epidemic that emerged in the late 2010s. Its role in addicting a generation of young people is well documented—both in research and in legal settlements totaling more than \$1 billion. According to the 2024 National Youth Tobacco Survey, JUUL remains one of the top five e-cigarette brands used by youth overall, including 12.6% of current middle and high school e-cigarette users. It was also the third most popular brand among middle school users. These findings make clear that JUUL continues to appeal to youth, despite years of public health efforts to prevent use.

Menthol plays a role in youth initiation and addiction. It masks the harshness of nicotine, making it easier for young people to start—and harder to stop. Research shows that menthol use among youth surged during the time of JUUL's rise. That early exposure has had lasting effects: today's 18- to 24-year-olds—often referred to as the JUUL generation—now have the highest e-cigarette use rates of any age group.

Authorization of any product with demonstrated youth appeal must be met with rigorous safeguards and accountability. Continued vigilance to protect the next generation must include strong post-market surveillance, regular reviews of marketing practices, and swift enforcement against any violations.

Truth Initiative seeks to prevent youth and young adult nicotine addiction and to empower quitting. It is the nation's largest nonprofit public health organization dedicated to preventing youth and young adult nicotine addiction. Research is conducted through the Truth Initiative Schroeder Institute that produces independent research to provide evidence for policy change and leadership in cessation research. For more information, please visit www.truthinitiative.org.

SAFE, Inc. is the only alcohol and substance abuse prevention, intervention, and education agency in the City of Glen Cove. The Coalition is concerned about all combustible and electronic products with marijuana and tobacco. The Agency employs environmental strategies to educate and update the community regarding the negative consequences. To learn more about the SAFE

Glen Cove Coalition please follow www.facebook.com/safeglencovecoalition or to learn more about electronic products visit the Youth and Tobacco Use and Vaping Facts and Myths Pages of SAFE's website to learn more about how vaping is detrimental to your health www.safeglencove.org.