

---

**From:** [REDACTED]  
**Sent:** March 6, 2020 10:31 AM  
**To:** Office of the Legislative Counsel  
**Subject:** IMPORTANT : Bill 243 - please print and share with Finance Meeting

**\*\* EXTERNAL EMAIL / COURRIEL EXTERNE \*\***

Exercise caution when opening attachments or clicking on links / Faites preuve de prudence si vous ouvrez une pièce jointe ou cliquez sur un lien

To whom it may concern,

JUUL, a big tobacco company, now being sued in the US for marketing to children, is responsible for youth uptake of vaping in North America.

Both the US and Canada saw dramatic increases in youth vaping when JUUL was introduced to their markets.

<https://www.google.ca/amp/s/www.nytimes.com/2020/02/12/health/juul-vaping-lawsuit.amp.html>

JUUL (big tobacco) has 75% of the North American market share:

“According to the latest Nielsen data, the US e-cigarette brand JUUL is now accounting for nearly 75% of the market share in the US e-cigarette market in 2019, leaping from about 40% market share in 2017, making it today’s best-selling e-cigarette brands in the US. The phenomenal growth of JUUL has seen its annual e-cigarette sales which totalled USD \$1.7 billion in 2018, reach a recent market valuation of USD 38 billion as of early 2019.”

<https://blog.technavio.com/blog/juul-market-share-dominating-e-cigarettes-market>

We have an issue with youth uptake because of JUUL. The Nova Scotia Government is about to hand them the keys to the entire vape marketplace by shutting down small business vape shops with a flavour ban and excessive per millilitre vape tax. This tax is the perfect solution to providing JUUL dominance because of their their high nicotine, low volume pods.

JUUL does not sell low volume nicotine, meaning there will be no options for vapers to decrease their nicotine intake. JUUL will comply with a 20mg max nicotine volume, but offer nothing lower, making it impossible for vapers to quit their nicotine addiction with lower nic e-liquid.

While JUUL will face a \$1.50 tax increase on their 3 pack pods (less than 1ml each, with 60mg of nicotine in each pod), low volume nicotine vapers will see a bottle of 6mg liquid in a 60ml bottle increase from \$33 to \$69.

JUULS patented formulas are intentionally more addictive than traditional freebase, low nic e-liquids sold in specialty vape shops.

The Nova Scotia Government also supports JUUL by also selling their PAX THC vaporizers and THC pods in their NSLC stores.

[https://en.m.wikipedia.org/wiki/Pax\\_Labs](https://en.m.wikipedia.org/wiki/Pax_Labs)

Why is the Nova Scotia Government so supportive of big tobacco?

Studies have shown that vaping taxes could drive vapers back to smoking.

[https://www.google.ca/amp/s/www.upi.com/amp/Health\\_News/2020/02/10/E-cigarette-taxes-may-drive-vape-users-to-traditional-smokes-study-says/8121581349171/](https://www.google.ca/amp/s/www.upi.com/amp/Health_News/2020/02/10/E-cigarette-taxes-may-drive-vape-users-to-traditional-smokes-study-says/8121581349171/)

The measures proposed by the Nova Scotia Liberals will inevitably shut down all small business vape shops, give a monopoly to big tobacco, and send many vapers back to cigarettes, while leaving the vapes kids prefer in every corner store and gas station in the province.

This DOES NOT limit youth access. Why is this government favouring the company that created the youth uptake problem.

Put harm reduction before profits.

Sherri