

To our valued JUUL partners,

We respectfully disagree with the FDA's findings and decision related to JUUL products, and continue to believe we have provided sufficient information and data based on high-quality research to address all issues raised by the agency.

We intend to seek a stay of enforcement immediately and are exploring all of our options under the FDA's regulations and the law.

We remain committed to doing all in our power to continue serving the millions of American adult smokers who have successfully used our products to transition away from combustible cigarettes.

We will continue to keep you apprised of new information as quickly as possible. Thank you for your patience and continued partnership.

Sincerely,

Gregg Augustine
Senior Vice President, US Commercial