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September 10, 2024

Tyler Mace  
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**Re: *State of Minnesota v. JUUL Labs, Inc., et al.***

Dear Mr. Mace and Mr. Kelly:

Thank you for reaching out regarding the Minnesota Attorney General's August 29 issuance of a warning letter regarding the sale of unauthorized e-cigarette and oral nicotine products in Minnesota. You raise concerns about whether the warnings in this letter encompass the sale of JUUL products in Minnesota.

As reflected in the AGO's August 29 letter, our enforcement efforts are centered on flavored e-cigarettes and oral nicotine products, particularly those that run afoul of Minnesota's new prohibition on deceptive vapor products (2024 Minn. Laws Chapter 114, Art. III, §§ 50-51). The AGO will not take action against JUUL itself, or against businesses for selling JUUL products in Minnesota, so long as such products are sold in Minnesota in compliance with the Consent Judgment entered on May 24, 2023, in *State of Minnesota v. JUUL Labs, Inc., et al.*, Court File No. 27-CV-19-19888 (Hennepin County Dist. Ct.), and applicable Minnesota age-restriction and commercial tobacco sales laws.

We hope that this clarification addresses JUUL's concerns. Don't hesitate to reach out with additional questions.

Sincerely,

**/s/ Eric J. Maloney**

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ERIC J. MALONEY  
Assistant Attorney General

*Attorney for State of Minnesota*

cc: Assistant Attorney General Jason Pleggenkuhle  
Assistant Attorney General Emily Scholtes Dykstra  
Assistant Attorney General Adam Welle