

05/08/2019

ra Ref. Ares(2019)5092667 -

**To:** [REDACTED] (TAXUD)  
**Subject:** Flash report: meeting with Juul

**Date:** March 11, 2019

**Participants:**

Juul:

[REDACTED]

Taxud C2: [REDACTED]

**Main points :**

- Meeting at the request of Juul
- Juul presented its product (heating mechanism that creates an aerosol with a device rechargeable via USB port, + liquid nicotine salt sold in package of 4 pods, with 6 different flavours) and its marketing in Europe (lower degree of nicotine compared to the US to be in line with the requirements of the TPD2)
- Juul explained that its product has been recently launched or was in the process of being launched in a number of EU countries, notably DE, FR, IT, SE, SP, UK and many others to follow
- Juul argued that its product was designed to encourage smokers to quit ('make the switch')
- Juul clarified its action to prevent youth usage and its verify age policy
- Juul explained the deal with Altria which would allow them to pursue their marketing approach
- Juul expressed its opinion that taxation, if any, of e-cigarettes should be based per ml of liquid regardless of the level of nicotine.
- We asked about the risks of nicotine addiction We asked if the pods could be recycled  
We mentioned the on-going evaluation of the Tobacco Taxation Directive  
Finally we noted that approximately half of the Member States had introduced some taxation on e-cigarettes.