

Emerging Electronic Tobacco Products

A generational look at the evolution of electronic tobacco products.

CIG-A-LIKES

Cig-a-likes first entered the market in 2007. These products mimic the size and shape of a tobacco cigarette and the nicotine solution is sold in pre-filled cartridges. Very often they are also disposable.



Blu Vuse Njoy

E-LIQUID

E-liquid is the flavored liquid that is used in e-cigarettes. Sometimes referred to as e-juice or vape juice, e-liquid is often available in a range of nicotine strengths and flavors.



VAPE PENS

Vape pens are larger than cig-a-likes and often have the appearance of an ink pen. These devices reach higher temperatures, can have batteries or be rechargeable, and have a refillable cartridge that the user fills with a nicotine or THC solution.



Approx. 3.75"

MODS & TANKS

Mods and tanks are the largest devices. They have a big battery to create more aerosol which allows the user to inhale greater amounts of nicotine and chemicals at a faster rate. The devices have a refillable tank for a nicotine solution.



Approx. 4.75"

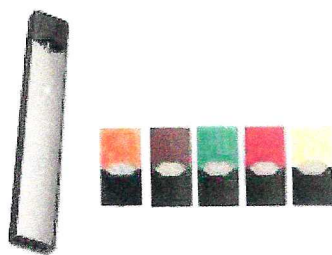
POD SYSTEMS

Pod-based systems are typically smaller and can often look like a USB. Pods consist of two parts: a battery and a pod filled with a nicotine solution that connects to it. The pods can be refillable or purchased pre-filled.



Approx. 3.75"





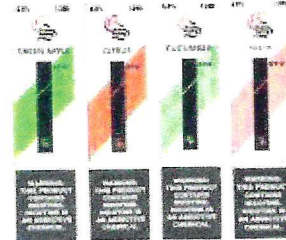
> JUUL

- Re-chargeable, reusable device
- 3% to 5% nicotine per JUUL pod
- 1 pod = 1-2 packs of cigarettes
- Flavors: Mint, Mango, Fruit Medley, Menthol, Virginia Tobacco



> EONSMOKE PODS

- Eon Smoke pods compatible with JUUL device
- 4% to 6.8% nicotine
- Flavors: Vanilla Custard, Summer Peach, Tropical Pineapple, Ripe Mango



> EONSMOKE STIK

- Disposable, one-time use device
- 6.8% to 7% nicotine content
- Flavors: Strawberry, Blue Raspberry, Sweet Grape, Sour Gummy



> STIG

- Disposable, one-time use device
- 6% nicotine content
- 1 STIG = 1 pack of cigarettes
- Flavors: Tropical Mango, Mighty Mint, Cubano, Lush Ice (watermelon)



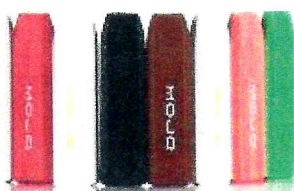
> SUORIN

- Re-chargeable, reusable device
- User fills device with e-liquid purchased separately
- Nicotine content and flavors vary



> BLU

- Re-chargeable, reusable device
- 0% to 4% nicotine content per pod
- Flavors: Mint-sation, Honeymoon, Neon Dream, Melon Time, Citra Zing, Tobacco



> MOJO

- Disposable, one-time use device
- 5% nicotine content
- Flavors: Cool Melon, Ice Pineapple, Lemon Dessert, Peach, Strawberry, Classic Tobacco



> NOVO

- Re-chargeable, reusable device
- User fills device with e-liquid purchased separately
- Nicotine content and flavors vary

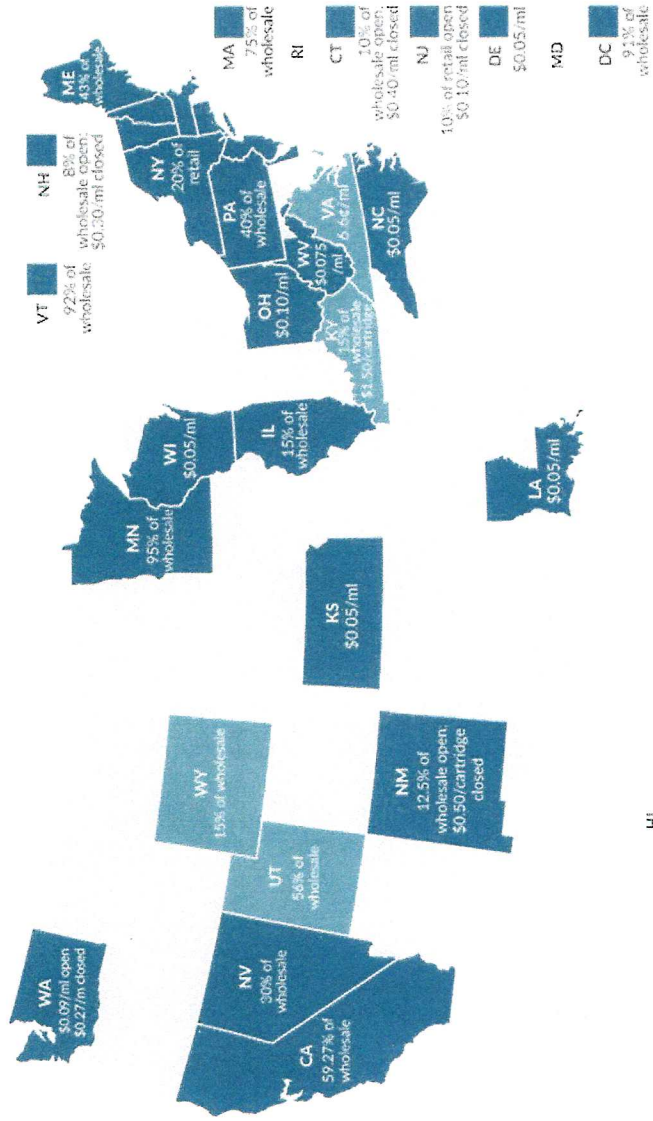
The Bottom Line?

- Sleek, discrete devices.
- Clever branding.
- Dangerous levels of nicotine.
- Flavors that hook kids.



How High are Vapor Taxes in Your State?

State Vapor Excise Tax Rates, as of June 2020



Note: Several states levy general sales taxes in addition to the excise tax. Those are not included on the map. CA's rate will change to 56.93% on July 1. Vapor taxes in UT, VA, and WY take effect on July 1. KY's tax goes into effect on August 1.

Open: An open tank allows the consumer to refill the liquid and allows more freedom in voltage and nicotine levels.

Closed: Normally sold as pods or cartridges. Closed systems typically have higher nicotine levels to allow for consumption of the desired amount of nicotine in shorter sessions.

Source: State Statutes & Bloomberg Tax

- Has a Statewide Vapor Excise Tax
- Planned Statewide Vapor Excise Tax
- No Vapor Excise Tax