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Turbocharged Juul device challenges European tobacco regulators

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Juul, the e-cigarette company, re-engineered their device for the European market, increasing nicotine delivery to US levels and adding a synthetic cooling agent to replace menthol. This approach takes advantage of insufficient EU tobacco regulation. <https://bit.ly/3iixAhU>

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To the Editor:

In October 2019 an executive sacked by the electronic cigarette company, Juul, filed a lawsuit against his former employer alleging a cover-up of the sale of one million e-cigarette pods filled with contaminated flavoured nicotine liquids [1, 2]. The lawsuit also claimed that Juul was developing a “Turbo” version of their product for markets that limit nicotine levels. A new study by a team of the German Institute for Risk Assessment (BfR) revealed that “Turbo” Juul devices have, in fact, been marketed in Europe since summer 2019 [3].