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Hello~ My name is Jordin Giesler, I'm a consumer only advocate of flavored vaping products.

I'm here today to present facts from a recent study of 70,000 American Adults vaping habits, conducted by Dr. Konstantinos Farsalinos. Specifically, this study consisted of active, dedicated users, and examined their reasons for use, preferred flavor profile, device choice, and success factors. This was the largest survey ever conducted on the topic, in terms of sample size.

The demographic in this study was a median age of 34 and a half, 70% of them work full time and 42% make more than \$50,000 a year. Among them, 95% of them were smokers, 81% had quit smoking, and 70% had quit more than one year ago. Over 89% started using vapor products to quit smoking, and 87% indicated that they liked that the product was available with a variety of flavors. 90% use a device other than a JUUL, and specifically only 3% answered that they use a JUUL or JUUL like device.

Among the reasons noted for quitting, 96% said a flavor was imperative to that success, and that the ease of finding flavors they liked also played a major role in switching. The same 96% also said they would still be smoking if not for their vaping device.

The most successful flavor profile for: first use, quitting, and successful long term use, was fruit at 83%, followed by dessert/pastry/bakery, and candy/sweet. Throughout the

cross-sections of the survey, non-tobacco flavors - particularly fruit, sweet, and dessert flavors - consistently had the highest numbers.

The least successful flavors were menthol at 13% and tobacco at 8%. When surveyed specifically on long term use of flavors, only 4% stated that they used either tobacco or menthol as a regular or staple flavor. The study illustrates that smokers tend to initiate with the tobacco or menthol flavors, but quickly abandon them for something that does not taste like a traditional cigarette.

Evidently, flavors are a major feature in the appeal and effectiveness of vapor products to adult smokers as an alternative to smoking cigarettes. The dedicated users who have quit largely dislike tobacco and menthol flavors, and have never in their quitting process preferred them. They largely credit the available variety of non-tobacco flavors in their success, and switching between multiple flavors in a single day.

The accumulation of this data brings one conclusion - flavors work to get adults to quit smoking. The issue with this bill is that it also bans the flavored products adults are actively using, and is an egregious over-reach compared to what was set by the FDA.

Thank You