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FOR IMMEDIATE RELEASE

Wednesday, May 6, 2020

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*****PRESS RELEASE*****

*****SAN FRANCISCO LEADERS ON JUUL LAB'S MOVE TO WASHINGTON DC.*****

SAN FRANCISCO, CA - On Tuesday, May 5, 2020, e-cigarette maker Juul Labs announced the relocation of their headquarters from San Francisco to Washington DC after a year of failing to overturn San Francisco laws prohibiting the sale of electronic cigarettes.

Last year, the San Francisco Board of Supervisors passed [legislation](#) led by Supervisor Shamann Walton to prohibit the sale of e-cigarettes without FDA approval. This unprecedented move was the first in the nation that ignited other cities nationwide and internationally to do the same. Juul Labs immediately went to the ballot in an attempt to overturn the 2019 law and a previous measure passed by San Francisco voters in 2018 prohibiting the sale of tobacco flavors in San Francisco.

On September 30, 2019, Juul Labs, which sponsored the Yes on C: Stop Youth Vaping campaign, suspended their financial support for the measure after months of incidents involving young people across the nation hospitalized due to vaping. Proposition C was overwhelmingly defeated with an 81.81% opposition by San Francisco voters.

“I am proud to have led and passed legislation with the San Francisco Board of Supervisors against Juul Labs and Big Tobacco. We will keep fighting locally and nationwide to make sure Big Tobacco does not continue to target our young people and addict new generations.” - **San Francisco Supervisor Shamann Walton**

"Juul is Big Tobacco, and it has been using Big Tobacco's old tricks to try and hook another generation of kids on nicotine. San Francisco voters saw right through Juul's deception last fall and handed it an overwhelming defeat at the ballot box. As a City, we spoke loudly and clearly. It appears Juul got the message. I urge the public health professionals at the FDA to remain



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vigilant. If the FDA can't verify that these products are safe, they don't belong on store shelves."
- **San Francisco City Attorney Dennis Herrera**

"The San Francisco Marin Medical Society was proud to join the strong coalition led by Supervisor Shamann Walton to ensure Juul's compliance with FDA regulatory authority. The overwhelming opposition by SF voters to Juul's deceptive ballot measure Prop C last November sent a strong message to Juul that they did not belong in San Francisco, given our City's long history as a national tobacco control leader. Even though they have departed to Washington DC, we will continue our efforts to hold Juul accountable for the harm they created by addicting America's youth to nicotine and elevate our local advocacy efforts to the national level through the American Medical Association." - **San Francisco Marin Medical Society**

“Juul stole a page from Big Tobacco’s 30-year-old playbook to vaporize nicotine salts and make the poison go down easier. Then, it hired a CEO from a yogurt company to peddle more flavors to kids on Cartoon Network and Nickelodeon. Only this time, the flavors came with nicotine and other toxins in a sleek tech device. San Francisco has long been a leader in making laws to protect public health and the environment that are later adopted by other cities and states. Hey, JUUL, don’t let the door hit you on the way out.” - **Christine Chessen, advocate for Parents Against Vaping E-cigarettes.**

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