MEMORANDUM

July 19, 2019

To: Committee Members

Fr: Majority Staff

Re: Hearing on “Examining JUUL’s Role in the Youth Nicotine Epidemic: Parts I & II”

The Subcommittee on Economic and Consumer Policy will hold a hearing in two parts examining the youth e-cigarette epidemic. Part I of the hearing will be on Wednesday, July 24, 2019, at 9:00 a.m., in room 2154 of the Rayburn House Office Building, and Part II of the hearing will be on Thursday, July 25, at 2:00 p.m., in room 2154 of the Rayburn House Office Building.

I. HEARING PURPOSE

The hearings will examine JUUL’s: (1) role in the youth nicotine addiction epidemic; (2) appeal to youth; (3) marketing; (4) health claims; and (5) relationship to traditional tobacco companies.

II. WITNESSES

Part I: July 24, 2019, at 9:00 a.m.

Panel 1:

Meredith Berman
Co-founder
Parents Against Vaping

Rae O’Leary
Public Health Analyst
Missouri Breaks Industries Research

Dr. Jonathan Winickoff
Member
American Association of Pediatrics
Dr. Robert Jackler  
Professor  
Stanford University

Dr. Raymond Niaura  
College of Global Public Health  
New York University

Panel 2:

Senator Richard Durbin (D-IL)

Part II: July 25, 2019, at 2:00 p.m.

James Monsees  
Co-Founder and Chief Product Officer  
JUUL Labs, Inc.

Ashley Gould  
Chief Administrative Officer  
JUUL Labs, Inc.

Staff contact: Rich Trumka Jr., or Will Cunningham at (202) 225-5051.