

SAMPLING JUUL

Welcome to the team...

PAX Labs, inc. info (family
of vaporizers/co. history
etc.)

Spencer is working on this

Preparing for Event

JUUL Overview

JUULpod Overview

Products Available for Purchase

Dress Code

Check In

JUUL System Overview



JUULpod

Remove colored cap -
insert cartridge end
into device. Black end
is the mouthpiece.

Cartridge Window

Window shows you
how much juice is left
in the JUULpod
cartridge.

Indicator

Light glows while in
use and charging.
Tap device twice to
show charge level:

red = low
yellow = medium
green = high



JUUL Device

Contains the
rechargeable battery
the powers the JUUL
experience!



Charging End

Stand this end in
magnetic USB
charger dock. JUUL
charges in 1 hour.

JUULpod Overview

JUULpod Contents

- Each JUULpod contains 0.8mL with 5% nicotine by weight
- Ingredients: glycerol, propylene glycol, flavor, nicotine, benzoic acid

JUULpod Use

- Each JUULpod is equivalent to about 1 pack of cigarettes or ~200 puffs
- '1-pack-a-day' smokers will probably use one JUULpod per day
- Each JUULpod lasts 10-15 minutes



Flavor Guide

bruul  (where available)

vanilla cake, silky custard and creme br l e

miint

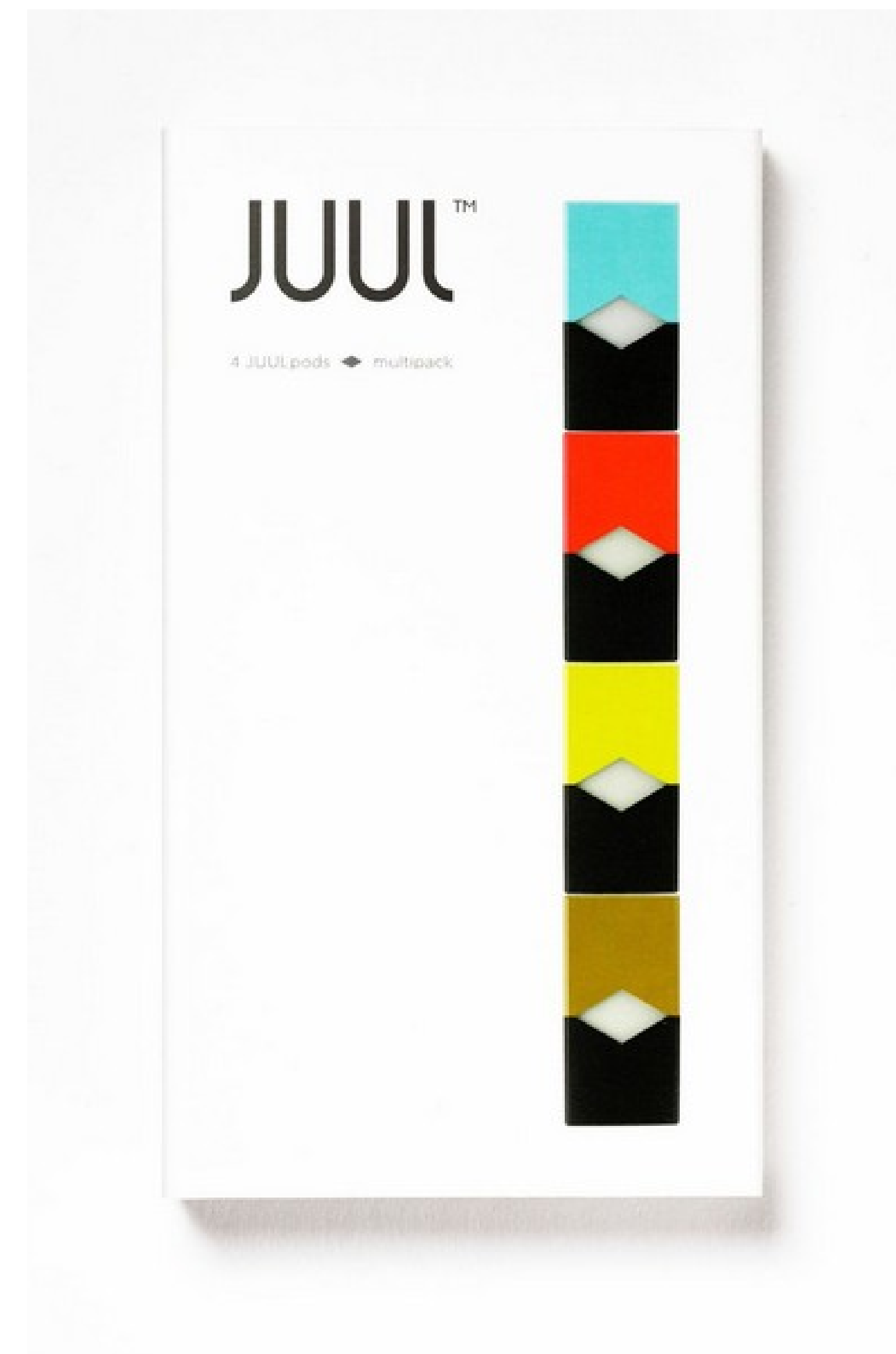
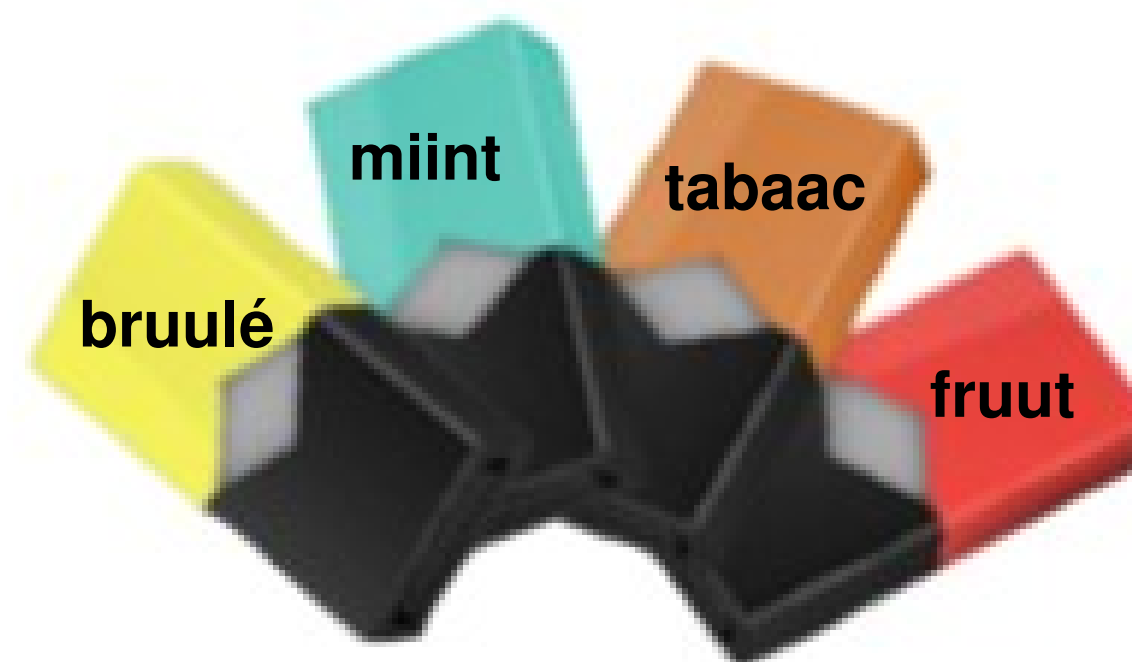
crisp peppermint with a soothing aftertaste

tabaac

rich, unmistakable American tobacco

fruut (where available)

peaches, grapes & berries with herbal notes



Products Available for Purchase

JUUL

- Includes device, USB charger & multipack of 4 JUULpods
- MSRP \$49.99 (verify in-store pricing before communicating)



JUULpods

- 4 JUULpods per pack
- Different flavors available depending on location
- MSRP \$15.99 (verify in-store pricing before communicating)



Dress Code

What to Wear

Dress code - provided by JUUL:

- JUUL T-Shirt
- JUUL jean vest or a blazer (depending on event)

Dress code - provided by Model:

- dark navy or black fitted pants/jeans
- converse/high-top sneakers (men/women) or booties (wome
- Iphone

Pre Event Prep

Charge phone and save webpages on device

Charge JUUL devices in USB charging dock

Prepare Sampling Bag



Check In

At Event

Check in with Greenhouse when you arrive

Introduce yourself to store manager + Employees

Make sure JUUL product is merchandised, straightened and stocked

Survey the store and put static clings any any signage necessary (want 3-5 touch points per store!)

purchase 5 JUULpod packs in store (with pre loaded gift card)

Open Pod packs and Distribute Pods in pockets in Satchel

Open reporting form and enter information (date and store etc)

Sample/Briefly train all employees

Then begin demo ...

Goal is to sample minimum 20 'on JUUL target' consumers per 2 hour demo (ie can spend ~4-6 minutes / consumer)



How to Sample

Introduce

Prep

Sample

Sell

Introduce

Introducing a Customer to JUUL

Look for trendy shopper around age 30 who look like they might be into technology, fashion, music or art.

Invite the customer to sample JUUL:

“Hi have you heard of JUUL? It’s a new vapor product from a San Francisco-based product design company. As we like to say, it’s SMOKING EVOLVED. I’ll tell you all about it and - if you like it - I’ll give you a coupon for your first purchase.”

Ask them to complete the age-gating form on your mobile device, and ask to see their ID to confirm legal sampling age.

- Verify Legal Age on ID
- First & Last Name
- Email Address
- Zip Code

“Be sure to subscribe to our newsletter.”



Prep

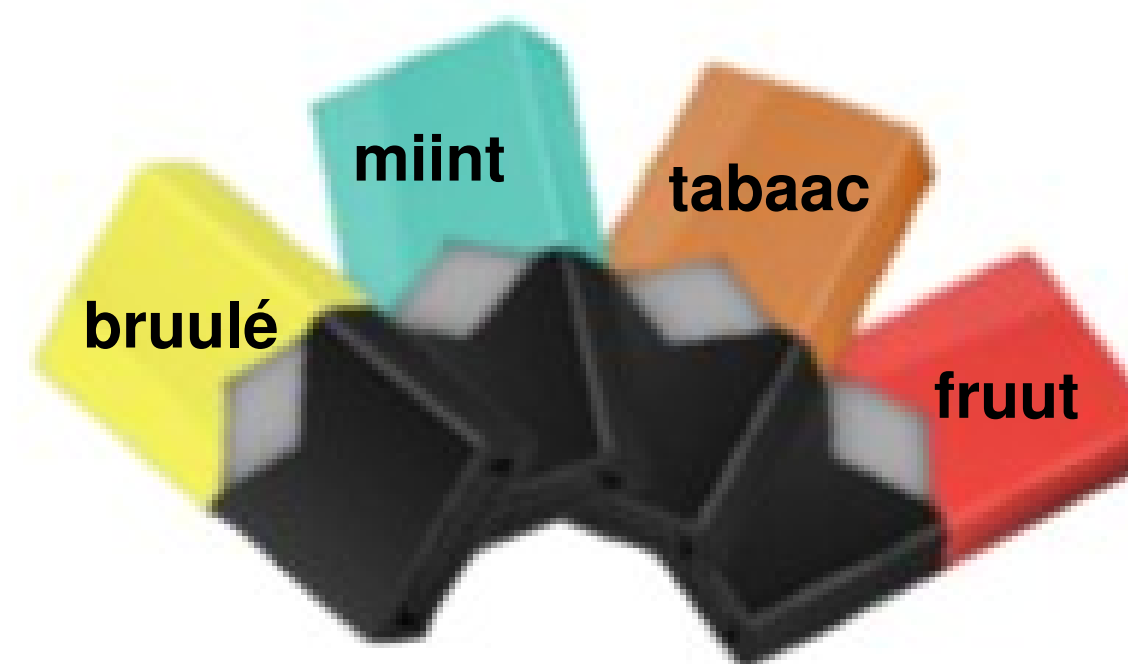
Set up their sampling experience

After you complete the ID check form, prepare them to sample:

"We have four flavors, which would you like to try?"

As you are removing the colored cap and inserting JUULpod into device...

"The JUULpod is also your mouthpiece. Simply remove its color cap & insert into JUUL. It's ready to use, but draw slowly because the vapor can be surprisingly strong - especially if you aren't used to vapor products."



Sample

Discuss JUUL

As they're sampling JUUL, tell them about the device functionality:

"The indicator light glows while in use and also while charging in its USB dock, which takes 1 hour. You can check the battery level by tapping the device gently."

red = low charge

yellow = medium charge

green = high charge

And about what makes JUUL special:

"By the makers of PAX (ever hear of it?) JUUL's patented system of technology and chemistry are what make it special...." (see talking points)

Ask them if they like their flavor - if not, offer them another.

TALKING POINTS

Why is JUUL better?

- **Size:**
 - o JUUL is smaller and powerful than competitor vapor products
- **Battery life:**
 - o JUUL has double the battery life of competitors
- **Consistency:**
 - o JUUL delivers consistent strength with every puff
- **Unique vapor satisfaction:**
 - o With a more efficient battery, JUUL is able to maintain its small form factor while providing a stronger nicotine experience (more than 2x the strength of competitors) with a smoother delivery system
 - o To satisfy a range of tastes, pods come in 4 standard flavors
- **Smart technology:**
 - o With an indicator light that communicates battery life and pull strength, JUUL provides user-friendly functionality that is both intelligent and intuitive
- **Simple design:**
 - o Lightweight materials and a tiny, rectangular form factor coupled with the easy pre filled pod system sets JUUL's design apart - a marriage of elegance and convenience
- **Performance:**
 - o Vapor quality better than leading competitors
 - o Nicotine satisfaction akin to a traditional cigarette
 - o Unrivaled patent pending technology
- **Shape**
 - o Ergonomically more comfortable
 - o Won't roll off a table!

Sell

Finish their sampling experience

After they are done sampling, have them return the device the device to you.

If they liked their JUULpod, place it in an envelope and give it to them to keep. Also give them a coupon for the purchase of a starter kit (device + 1 pack of pods).

Remind them that if they purchase JUUL they should remember to register their device online to activate their 1 year warranty.

Tell them about our auto ship program available online.

At the end of the sampling, check in and thank the manager.

Fill out reporting form - Greenhouse



Give them their partially-sampled JUULpod



Give them a coupon - encourage them to purchase!

Reporting

Provided by agency partner - based on our needs

What do we want to learn?

how to respond to tough questions

Do e-cigs contain nicotine?

Is there formaldehyde in this?

Is this Healthier for me?

What's the benefit?

How is this different than smoking?

Is there a warrantee?

MISLEADING WORDS:

Health / healthy

Carbon monoxide

Tar

Herbs

Quit smoking

Smoking cessation

Medical

Delivery

Patients

Safe / safer

Mild (mellow=ok)

Light (smooth=ok)

Newcomer(s)

**Ploom does not make any health claims about its products. You should avoid words or phrases that might indicate otherwise.*