

From: Sylvester Steele on behalf of Sylvester Steele <sylvester@juul.com>
To: Gal Cohen
Sent: 7/20/2018 1:55:47 PM
Subject: Fwd: Military-Medical questions for CUSR Survey

Gal - some of Dr. Mark J's early questions below and his original numbers question on the CSUR survey dataset.
Thank you for today. Best, Sly

----- Forwarded message -----

From: Mark Janczewski <[REDACTED]@UCSF Redaction>
Date: Fri, Jul 20, 2018 at 3:26 PM
Subject: Re: Military-Medical questions for CUSR Survey
To: Sylvester Steele <sylvester@juul.com>
Cc: Roger Stull <rogers@juul.com>, Sophia Thay <sthay@juul.com>

Sly:

One question, or rather, concern raised to me by a military doctor was his immediate assumption that companies are “trying to get Service-men/-women hooked on vaping” devices. I recognize from the CSUR study that “*of the 2,385 participants who had never smoked a cigarette when they first used a JUUL, 2.3% (i.e. 55) are now current smokers. New Smokers accounted for 0.3% of all participants.*” So, his concern could be perceived as valid, albeit small. **How do we best reduce that?** It would seem to me, especially in a high peer-pressure and/or high-stress environment (including combat zones) that there is more of a temptation to “fit in” with one’s contemporaries. To be honest, from a marketing perspective, I believe one approach would be to continue emphasis on this is a viable ADULT pathway for smoking-cessation. We don’t sell to anyone under 21 and we do not let our distributors do that either (*Q: How do we know that?*). Another approach is, at least from the standpoint of the military, is how do we educate our troops? Perhaps incorporate a lecture (15 min.) into pre-deployment readiness activities when telling troops about public health issues (e.g. vector-/water-borne and sexually-transmitted diseases, food safety, alcohol use) ... though I suspect each Service handles this differently.

Another question I would have is **what is Juul’s long-term success in smoking cessation?** Thinking out loud, it appears that the CSUR study is just a “snapshot” in time. While conducting a randomized controlled trial is the gold standard, I’m not sure yet what one would use as a “control”. Using Juul (or for that matter, smoking tobacco) incorporates not only inhaling an addictive substance (nicotine) but often also involves the social aspect of taking a break and sitting back or chatting with friends. So doing an RCT may be problematic. However, there ought to be a methodology for undertaking a longitudinal study to determine, over a period of time (e.g. one year), whether a smoker has stopped smoking and remains so a year later and whether he/she still is using Juul. There are likely other data points we could measure as well. Is there someone within Juul with a strong background in Design and Analysis of Biomedical Studies?

Third, and pertaining almost exclusively to the military, is **how does Juul affect Operational Readiness?** Qualitatively we can list benefits such as improve the health of troops who quit smoking, provide an alternative for stress relief for those who smoke.

Just some thoughts for now. Y'all have probably considered these before, but I hope these concerns and questions are reasonable.

Mark

Mark G. Janczewski, MD, MPH

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From: Sylvester Steele <sylvester@juul.com>

Date: Friday, July 20, 2018 at 12:44 PM

To: Mark Janczewski <[REDACTED] UCSF Redaction >

Cc: Roger Stull <rogers@juul.com>, Sophia Thay <sthay@juul.com>

Subject: Re: Military-Medical questions for CUSR Survey

That's not nitpicky, that's detailed. Our survey loses credibility when basic numbers don't add up. Thanks and will get an answer.

However, I'd still appreciate what the top three "next" questions might be as I work to help get access for you to the data set. And what we all might expect from military docs.

Best,

Sly

On Fri, Jul 20, 2018 at 11:37 AM Mark Janczewski <[REDACTED] UCSF Redaction > wrote:

Sly:

The only minor question I had is highlighted in **red (yellow background)** on the attached spreadsheet. There were apparently 18,799 Juul users in the survey; I also saw that 11,689 were Smokers, 4,695 Former smokers, and 2,385 NEVER smokers. That totals 18,969, or 30 (0.2% less). I know it's nitpicky ... the mathematician in me wonders if I missed something?

I'm going to review the original Centre for Substance Use Research (CSUR) Study (about 60 pages). It's great that this study was conducted outside the corporation, though I also note: *"Funding for this study was provided by JUUL Labs Inc. JUUL Labs Inc had no control over the study design, implementation, data analysis, interpretation or reporting of findings. The authors alone are responsible for the contents, production and decision to report this study."*

Do we have a yet any similar academic study that has been published in a peer-reviewed journal, such as the American Journal of Public Health (<https://www.apha.org/publications-and-periodicals/american-journal-of-public-health>) or similar?

Thanks!

Mark

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UCSF Redaction

From: Sylvester Steele <sylvester@juul.com>

Date: Friday, July 20, 2018 at 10:23 AM

To: Mark Janczewski <**UCSF Redaction**>

Cc: Roger Stull <rogers@juul.com>, Sophia Thay <sthay@juul.com>
Subject: Military-Medical questions for CUSR Survey

Mark,

We've had good meetings at San Fran HQ the past two days. In fact, also good meetings in NYC a couple of days ago. I plan to send you a Google Drive link so you can view some survey data (public releasable) on smoking from our Data business unit.

When we mentioned follow-on questions on the switching efficacy survey, the VP Data, Rasmus Wissmann, asked us to collect any questions and pass them his way - in the near term. Working on access for you (and for us) to the more complete data set or briefings.

So, please pass whatever your next questions were. They will likely help me as I have lunch with Gal Cohen today as well. Plan to talk to him about that series of questions and also the PVA speaking invite.

Hope all is well in DC.

Sincerely,

Sly

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Sylvester Steele

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