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**From:** Riaz Valani on behalf of Riaz Valani <RValani@gacapital.com>  
**To:** Kevin Burns  
**CC:** Nicholas J. Pritzker  
**Sent:** 6/7/2018 3:01:20 AM  
**Subject:** Re: Great chatting and more info

Thanks on both. SF shows where this can all lead.

On Jun 7, 2018, at 05:37, Kevin Burns <[kburns@juul.com](mailto:kburns@juul.com)> wrote:

I have asked Tevi to set up a BOD call re the PAC so he can describe intent, approach and management of it

Re below - we need to get aligned on lobbying and commenting approach (ANPRM). The flavor ban resolution in SF passed last night and will be in effect by mid July - we are still sifting thru the ruling to understand how to implement

Re comments - I would like to discuss - we expect the Truth Initiative and TFK will support getting IM comments against flavors

Thx - let's discuss

Sent from my iPhone

Begin forwarded message:

**From:** Ann Hoey <[ahoey@juul.com](mailto:ahoey@juul.com)>  
**Date:** June 6, 2018 at 9:27:59 PM PDT  
**To:** Kevin Burns <[kburns@juul.com](mailto:kburns@juul.com)>  
**Subject:** Fwd: Great chatting and more info

Still not feeling it?

I hate how these political debates are fought but we may need to take a page from their playbook.

We need a win in this flavor debate.

Begin forwarded message:

**From:** Deryck Spooner <[dspooner@juul.com](mailto:dspooner@juul.com)>  
**Date:** June 6, 2018 at 8:54:10 PM PDT  
**To:** Kevin Burns <[kburns@juul.com](mailto:kburns@juul.com)>, Ashley Gould <[ashleygould@juul.com](mailto:ashleygould@juul.com)>, Daniel Cruise <[dcruise@juul.com](mailto:dcruise@juul.com)>, Tevi Troy <[tevi@juul.com](mailto:tevi@juul.com)>, Ann Hoey <[ahoey@juul.com](mailto:ahoey@juul.com)>, Vittal Kadapakkam <[vittal@juul.com](mailto:vittal@juul.com)>, Matt David <[mattdavid@juul.com](mailto:mattdavid@juul.com)>, Mark Jones <[mark@juul.com](mailto:mark@juul.com)>, Ben Schwartz <[bschwartz@gacapital.com](mailto:bschwartz@gacapital.com)>  
**Subject:** Fwd: Great chatting and more info

Please the email below regarding the FDA comment period from a consultant that I have worked with for many years.

Vest  
Deryck

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From: JOHN HILINSKI  
Sent: Wednesday, June 6, 9:21 PM  
Subject: Re: Great chatting and more info  
To: [dspooner@juul.com](mailto:dspooner@juul.com)

Great chat this morning D! Hope your convo with Kevin was a good one.

I did some research after we spoke with my team and discovered the Comment system is 3 days behind and has a backlog of comments about to hit.

We ran the code and found 362,551 that include these two letters. They are going to get a million by the 19th easy.

This letter which seems to be Juul specific is gonna get 500k-1m or more by itself based on the numbers we are seeing.

Here is the letter: (let's call it the JUUL letter)

I am a concerned citizen who thinks tobacco flavored products should be banned. Electronic cigarettes have quickly skyrocketed in popularity among teens and college students across the United States, according to widespread news reports. Educators and students report an alarming level of use in middle and high schools, making this an urgent public health problem. Companies like Juul are putting kids at risk of nicotine addiction and threatens to undermine decades of progress in reducing youth tobacco use. Juul e-cigarettes are sleek, high tech and easy to hide. Juul produces flavors like desserts, fruits and candy which are very appealing to young people.

This letter below seems to have less, but already has over 100k going to hit in the system and if it continues at that pace 500k by the 19th

Here is the other letter we found:

I am writing because I am concerned about the tobacco industry's use of flavors in their toxic products to lure kids into lifelong addiction. The tobacco industry doesn't stop at the use of flavors, it also uses kid-friendly packaging to deceive kids into thinking their products are harmless. This, coupled with unchecked online purchasing, gets tobacco products past parents and teachers and straight into the hands of kids. All of this is a recipe for disaster. PLEASE BAN ALL FLAVORED TOBACCO PRODUCTS!

Based on our experience 1m -2m letters are going to show in the comment system for the ban and 500k plus will be the letter we found that is Juul specific.

I did a calculation on our proposal, if we can begin before the 8th the total cost remains the same and if we begin June 9th-12th start the \$910k budget would increase to \$1.092m.

Because of what we found in the system today. We can do a total of 550k letters made up of 300k anti reg target 21+, non editable form letter and 250k Juul smokers, 21+, editable form letter for a total of \$1.5m. In the \$1.5m deal we can start anytime before the 13th and still deliver them.

Both deals can use either Mary's C4 (not sure which one it is) or Former Congressman Bob Barr C4 which is called Liberty Guard.

2nd text below I sent to you after the above info.

After reviewing the letter we found that is going to start hitting the comments in scale tomorrow (let's call it the JUUL letter) and with The opposition coming at Juul from a position of kids.

We need to counter that argument from a position of responsible parenting.

More importantly is giving a voice from a non-using (smoking vaping) personal liberty perspective.

We can run dual campaigns (\$910k campaign which gets you 200k comments (anti-reg and Juul vape users) that uses bob barr C4 Liberty Guard) with those messages and spokespersons and The other \$600k (which gets you 150k comments) is Rebecca Hagelin who is a Christian conservative, pro-family voice.  
[http://www.drjamesdobson.org/about-us/rebecca\\_hagelin](http://www.drjamesdobson.org/about-us/rebecca_hagelin)

Again, Juul will never be mentioned as a player in these campaigns, but will have strong advocates in their support that represent the segments of Americans that regulators weigh more heavily than others.

The will get both Bob and Rebecca doing daily media appearances and writing columns defending the industry and taking any heat for their stance that "harms kids."

As you can tell we are ready to help and have the ability to knock out whatever you need.

Hopefully if I'm correct and tomorrow we will start to see comments with those Letters start to pour in, it will light a fire under the boards ass.

We need to give the FDA a reason at scale to NOT regulate flavors, JUUL and the industry as a whole.

We show up with nothing or little and they take the smashing that prop e got last night and they will have every reason to ban flavors and whatever next they decide to do.

Here if you need anything or want to chat.

JH

UCSF Redaction