



## **Retailer Talking Points**

### **Q: What is the #Fight4Flavor Campaign?**

A: A coalition of vape industry leaders have created a campaign titled #Fight4Flavor in an effort to raise industry and consumer awareness of the FDA's potential rulemaking that would severely restrict or even ban all flavored e-liquid products. The goal is to engage customers and encourage them to comment with their personal, thoughtful and compelling comments on the FDA's federal register.

### **Q: Why is this campaign Important?**

A: Flavors are a necessary part of the vaping experience, and truly set vaping products apart from other tobacco products. Regulations should take into account that adults like flavors, too.

We advocate that kids should not use any tobacco products. There are reasonable restrictions the FDA should impose that would still respect the fact that many adults prefer flavored e-vapor products.

### **Q: Who are members of this coalition?**

A: The coalition is being led by the Global Vaping Standards Association (GVSA) and includes industry partners such as AVAIL Vapor, Charlie's Chalk Dust, Mama's, SMOK, The Drip Club, Vapresso, Vapor Authority, My Vapor Store and Midwest Distribution.

### **Q: Is anyone else participating in this campaign?**

A: YES! Retailers, manufacturers, distributors, YouTube reviewers and state trade organizations from around the country are also supporting this effort by wearing campaign t-shirts in stores, sharing the supporting social media posts and customer e-blasts and posting and hash tagging photos.

### **Q: What can I do to support the campaign?**

A: Wear these t-shirts proudly, engage with your customers and ask them to join the fight with us! It takes a village and we need all vapers to reach out to the FDA and public their comments on the importance of flavors. Also, we encourage you to share the supporting social media posts and customer e-blasts. Also, post and share pictures of your store employees and customers wearing the t-shirts, #fight4flavor.

### **Q: How do I get more information?**

A: Visit [www.gvsa.org/fight4flavor](http://www.gvsa.org/fight4flavor) for additional supporting materials such as customer e-blasts templates, sample social posts, website sliders and images. Together we CAN make a difference!

**Q: How do I submit my comment to the FDA?**

A: A fast and easy to use portal, [www.vaperrights.com](http://www.vaperrights.com) provides step-by-step directions to submit comments. You can submit your public comments in minutes. There is also a sample letter included as well that is completely editable as well.

**Q: What if I want to go directly to the FDA site?**

A: No problem, the vaperrights.com portal was set up to provide additional information and make it easier to submit comment, but customers can go directly to <https://www.regulations.gov/docket?D=FDA-2017-N-6565> to submit their comment. The most important thing is to get customers involved.

**Q: How long do I have to submit public comment?**

A: All comments have to be submitted by July 19, 2018.

**Q: Is there a format I should use to submit comments?**

A: We recommend that customers share their personal journey as to how vaping and e-liquid flavors have made a positive difference in their lives. If e-liquid flavors are important, we encourage the importance and why be a part of the comment as well.

**Q: What happens after the public comment period closes on July 19, 2018?**

A: The FDA will review all the comments and respond accordingly.

**Q: How long will it take the FDA to make a ruling on flavoring?**

A: That is up to the FDA and we do not know. However, we are committed to providing our customers with ongoing updates.

**THANK YOU FOR YOUR SUPPORT!**

