

# Juul to Pay Arizona \$14.5 Million to Settle Lawsuit over Marketing to Youth

“E-cigarette giant Juul Labs will pay Arizona \$14.5 million as part of a settlement for a lawsuit alleging it illegally targeted young people in its marketing. The company faces over 2,000 lawsuits related to its marketing practices, which included fruit-flavored liquid pods and ad buys on youth websites,” reports Shawna Chen in Yahoo News.

“\$12.5 million of the settlement will be allocated to anti-addiction programs, while the remaining \$2 million will help cover litigation expenses and go to a general consumer protection fund. Though Juul has admitted no wrongdoing, it called the settlement “another step in our ongoing effort to reset our company. We will continue working.”

***Read the article.***