

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.