

E-JUICE FLAVORS



e-Liquid Flavors

MADE IN THE UNITED STATES
LAB PRODUCED

Exotic

1. Aphrodite	15. Iced Apple
2. Blue Palms	16. Gummy Punch
3. ButterHotz	17. Mythical Reserve
4. Dew Blast	18. Orange Sherbert
5. Fire Bomb	19. Papa Bear
6. Fruity Pebbles	20. Papa Smurf
7. Cool Aid	21. Peguseuss
8. Pecan Pie	22. RazzBull
9. Infernomint	23. RazzLemade
10. Hive Nectar	24. Red Palms
11. Jamoconut	25. Red Hot Gummies
12. Kiwi Dream	26. ROKStar
13. Lime Sherbert	27. Strawberry Fig
14. Lion's Blood	28. Sully
	29. Watermelon-Bubbalicious

Savory

47. Apple Krisp	65. Coffee Delight
48. Apple Pie	66. Cotton Candy
49. Bahama Mama	67. Double Fudge Brownie
50. Banana Moon Pie	68. French Toast Krunch
51. Blue Belgian	69. Nanna Waffle
52. Blueberry Crumble	70. New England Cheesecake
53. Boston Cream Pie	71. Ocean Blue Breeze
54. Bubbalicious	72. Peaches N Cream
55. Buttery Nipple	73. Peanut Butter Crunch
56. Carmel Waffle	74. Reeses Cup
57. Cherry Banana Custard	75. Sour Gummi
58. ChocoEclair	76. StarBux
59. Chocolate Almond	77. Strawberries N Cream
60. Chocolate Donut	78. Strawberry Graham
61. Cinawirl Danish	79. Strawberry Ice Cream
62. Cinnamon Coffee Cake	80. Sugar Cookie
63. Cinnamon Roll	81. Vanilla Smoothie
64. Cinnamon Toast Crunch	

Tobacco

82. Blue-Bacco	86. Hannibal's Choice
83. Camel Sands	87. Honeywood
84. Cherry Pipe	88. Latakia
85. Granny's Sweet	89. Reds
	90. RY-More

Menthol

91. Ande'z	97. Latakia Mintol
92. Berry Blast	98. Menthol Kings
93. Candy Cane	99. Paradise Cooler
94. Cool Lights	100. RY-Mintol
95. Frescada	101. Turkish Mintol
96. Kiwi Mint Breezer	

Nicotine Strengths

0mg 8mg 16mg 24mg

30mL Bottle - \$16.99

Flavors of the Week

30mL Bottle for \$14.99!

33. Greek Candi
Red and, Green Apple are back with a good friend to pump up the sweet!

81. Vanilla Smoothie
A creamy and, refreshing vape for those days of relaxation.

Fruity

30. Apple Snapz	39. Mogley
31. Blueberry	40. PMS
32. Grape	41. Pomegranate
33. Greek Candi	42. Smoothie
34. Green Apple	43. Sour Berry
35. Juicy Lemon	44. Strawberry
36. Kiwi Strawberry	45. Tart Kiwi
37. Larry's Lemonade	46. Watermelon
38. Lemon Meringue	

Ingredients: USP Propylene Glycol, USP Kosher Vegetable Glycerin, Food Grade Natural and/or Artificial Flavoring, Nicotine

Flavors



Tobacco

Vanilla

Chocolate

Coffee

Cherry Limeade

#1 Flavor Selection with 19 Flavors!



What are the flavors of electronic cigarettes?

15ml
\$13.00

FLAVOR MENU

30A

wholesale.heartlandvapes.com

SWEET TOOTH - VANILLA GRAHAM CRACKER
JADE - CUCUMBER MINT + MELON
SCARLETT - LYCHEE
FLAMINGO - PEACHES AND CREAM
RINGER - BLUE COTTON CANDY
CHILLAXIN - REFRESHING MINT
CURIOUS JACE - BANANA
HARD CANDY - SWEET TART FLAVOR
CHERRY BOMB - DELICIOUS CHERRY
XXX - KIWI, MANGO, PINEAPPLE
ANDROMEDA - BLUEBERRY + POMEGRANATE
STARSHIP 1 - VANILLA CUSTARD + KIWI
OMEGA - PEACHES AND CREAM
M80 - WATERMELON + DRAGONFRUIT
SNAKE OIL - MINT + WATERMELON
PLUTO - MELON, BUBBLE GUM + MINT
KEY LIME PIE - KEY LIME + GRAHAM CRACKER CRUST

GORILLA GUTS -
APPLE DELIGHT
APPLE JACK
T.K.O. -
TATER - NEO
FRENCH VAN
PARADISE
F.U.E. -
BULLSEYE -
A-TRAIN - M
SWEET MELON -
DOUBLE TAP -
C4 - BLUEBERRY
CREAMY STRAWBERRY
ASTRO - APPLE
LAVA FLOW - PINK
TIGERS BLOOD - WATERMELON

Categories

Nicotine

0mg

3mg

6mg

12mg

18mg

24mg

36mg

48mg

100mg

E-juice Flavors and Packaging



E-liquid



Food product



E-liquid

Food product



E-liquid



Food product

THE PACKAGING



What else can be vaped ?

- Marijuana in forms of CBD (cannabidiol), THC (tetrahydrocannabinol), or BHO (butane hash oil)...and **1/3 youth “vapors” used these for marijuana in 2016***
- Tide pods!!
- Illicit drugs
- Due to lack of regulations and variety of flavoring and ingredients, cannot really tell what's being vaped

* Surgeon general advisory, 2018

MARIJUANA WAX (DABBING)

- Biggest difference is the “products” that are inhaled. Dabbing is almost exclusively marijuana concentrates that are a highly potent THC concentrated mass that looks like honey or butter.
- Derived directly from marijuana and commonly known as Butane Hash Oil (BHO), honey, oil, budder and shatter.



- High THC levels ranging from 40-80% THC
- Up to 4x stronger than THC content in high grade marijuana (20% THC levels).

MARIJUANA WAX (DABBING)



The butane left in the substance poses various health risks including:

- Permanent damage to the brain and central nervous system
- Increased heart rate
- Loss of consciousness

SIDE EFFECTS

Nicotine:

Most common: nausea, vomiting, headache, anxiety, tremors, racing heart and difficulty sleeping

Less common: irregular heartbeat or chest pain, irritation or allergic reactions affecting skin, mouth, throat and lungs

Marijuana:

Impaired judgement and motor skills, poor concentration, short-term memory loss, personality and mood changes, sensory distortion, vomiting, severe withdrawal symptoms, paranoia, anxiety

“Déjà vu ... all over again” ...Yogi Berra

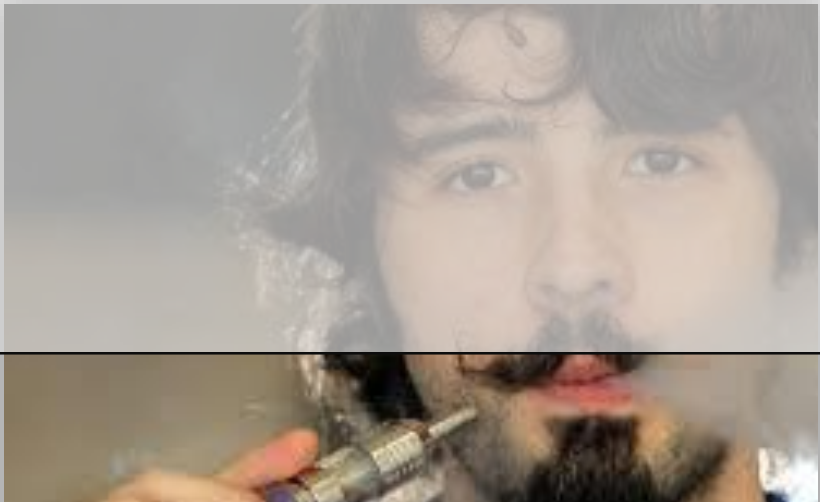
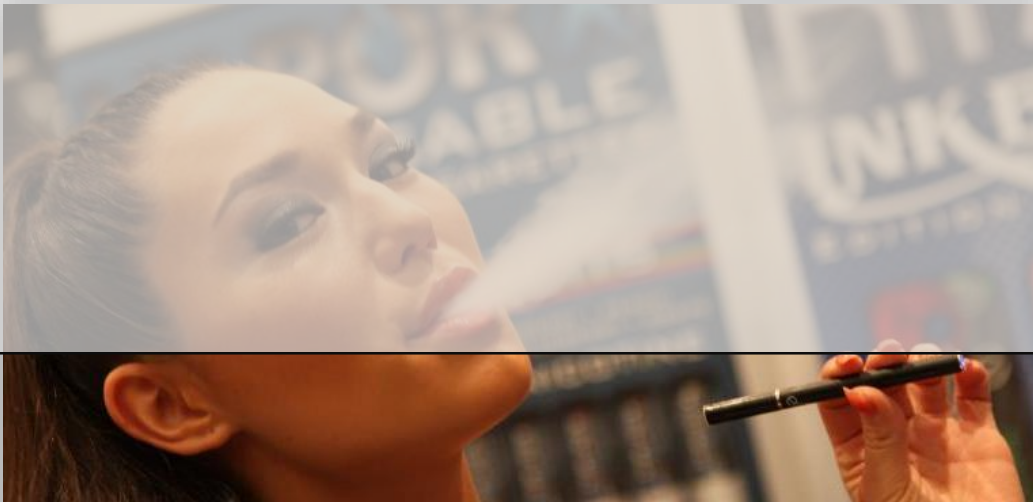
- Need for *replacement*, and/or, long term *customers*
- Unsubstantiated claims
- Corporate “citizen” – school programs, smoke free world foundation
- Obstruction to proven pop-health/public health measures
- Obstruction to policy measures
- **MARKETING**

Who is going to replace the old smokers?





YOUNG PEOPLE



88% of adult smokers started before 18



“Today's teen-ager is tomorrow's potential regular customer and the overwhelming majority of smokers first begin to smoke while in their teens. . . .”

-March 31, 1981 Philip Morris Report (1)

“At least a part of the success of Marlboro Red during its most rapid growth period was because it became the brand of choice among teenagers who then stuck with it as they grew older. ”

-March 31, 1981 Philip Morris Report (2)

The Usual Suspects





“The ability to attract new smokers and develop them into a young adult franchise is key to brand development.”

-1999 Philip Morris Report (3)

“They represent tomorrow's cigarette business. . . As this 14-24 age group matures, they will account for a key share of the total cigarette volume -- for at least the next 25 years.”

-September 30, 1974 R.J. Reynolds Tobacco Co (4)

Cigarettes vs. E-cigs/Vapes Ads

Philip Morris Ad [1941]



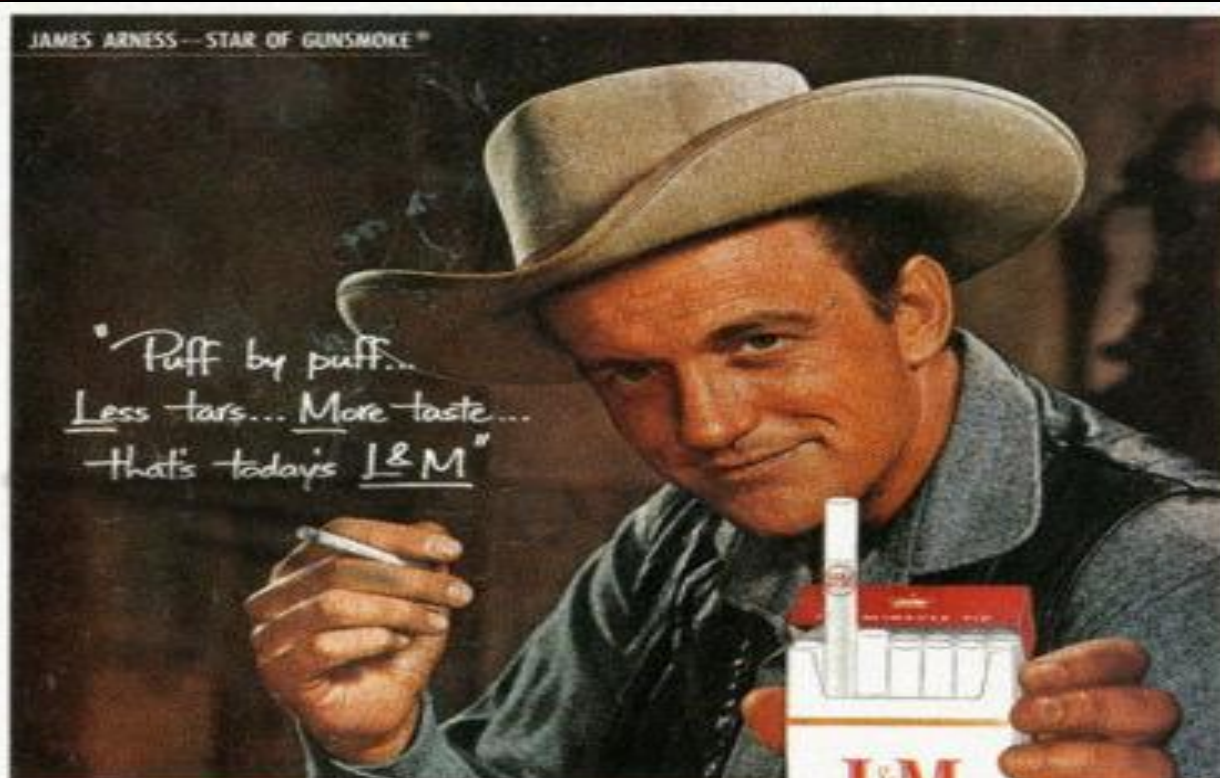
Blu Ad [2013]



THEN

and

NOW



JAMES ARNESS—STAR OF GUNSMOKE®

"Puff by puff...
Less tars... More taste...
That's today's L&M"

Yes, today's
L&M gives
you...

Less tars & More taste

They said it couldn't be done... a cigarette with such an improved filter... with such exciting taste. But L&M did it! L&M's patented filtering process electrostatically places extra filtering fibers crosswise to the stream of smoke... enabling today's L&M to give you — puff by puff — less tars in the smoke than ever before. Yet L&M draws easy... delivering you the clean rich taste of the Southland's finest cigarette tobacco. The best tasting smoke you'll ever find!

**Live Modern...
change to
modern L&M**

A black and white photograph of a man with a beard and short hair, wearing a denim jacket. He is looking directly at the camera while holding a blue electronic cigarette in his mouth. The cigarette has a small blue flame at the tip. In the bottom right corner, there is a pack of blu electronic cigarettes. The background is dark and slightly out of focus.

blu ELECTRONIC CIGARETTES

Take back your freedom with blu eCigs®, the new alternative to traditional cigarettes.

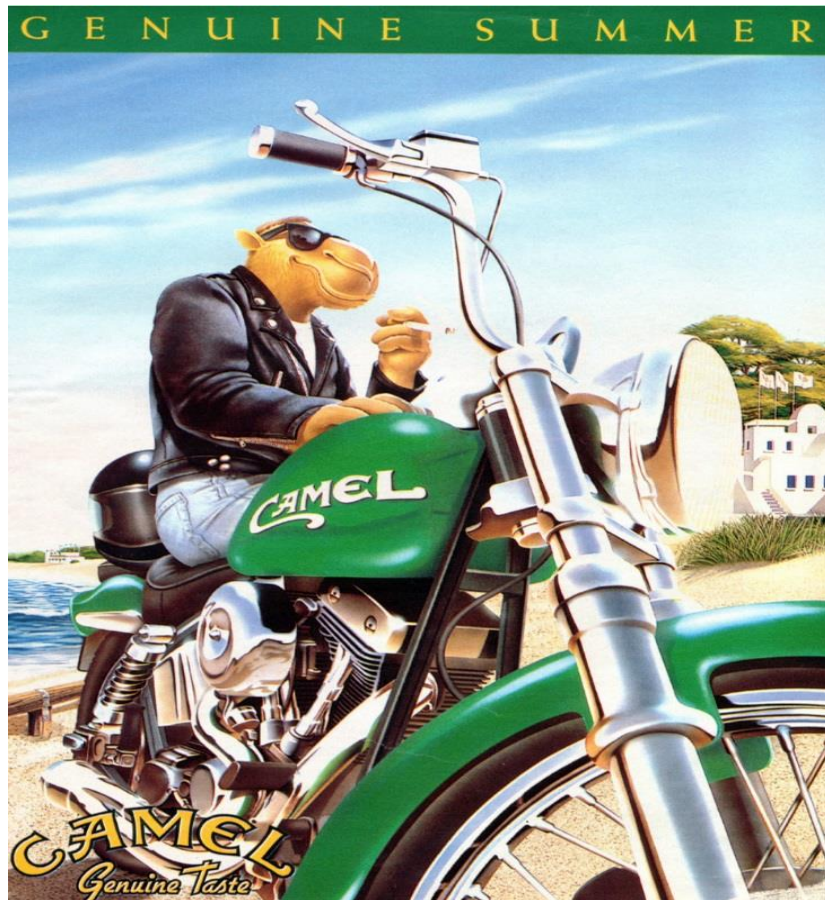
- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.

Now Available in Retail Stores Nationwide

blucigs.com/store-locator/

Cigarettes vs. E-cigs/Vapes Ads

Camel Ad [1993]



Veppo Ad [2013]



THEN ...AND... NOW



Cigarettes vs. E-cigs/Vapes Ads

Salem Ad [2000]



Fin Ad [2013]



NOW..... AND THEN

Rewrite The Rules.™

FIN
Electronic Cigarettes



REDEEM YOUR **\$5 OFF** COUPON AT FINCIGS.COM/STYLE

FIN
Electronic Cigarettes

Super Slims
FROM VIRGINIA SLIMS

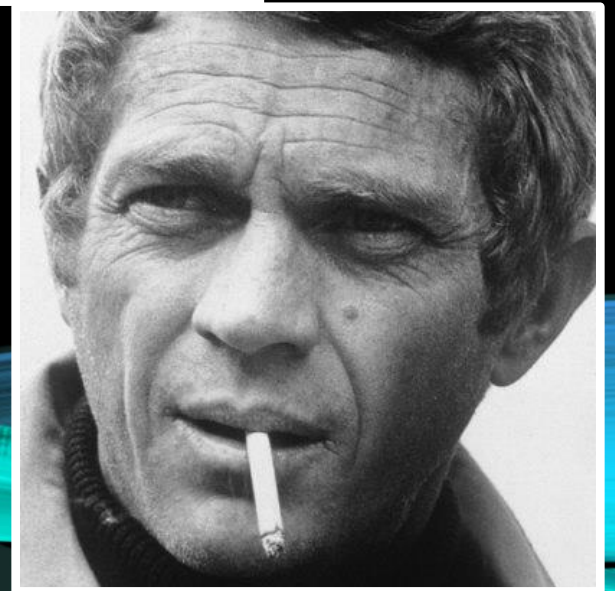


The Ultra Light with more taste than meets the eye.

6 mg "tar," 0.4 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

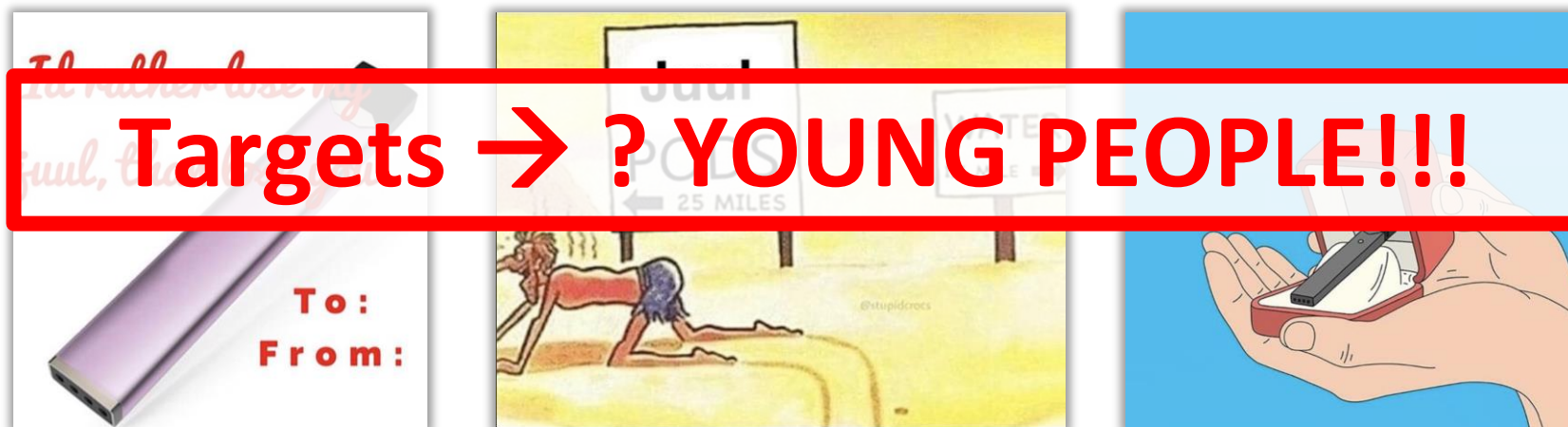
Fashions by Eva Chan
© Philip Morris Inc. 1991





Social Media Targeting

- Bigger Instagram accounts giving “shout-outs” and reposting of Snapchat videos of young people using
- Problematic memes and cartoons are also distributed via Twitter, which give youth the impression that using is okay



Social Media and “how to vape”

Lots you tube videos on how to vape, how to get most out and use of your device, how to do tricks, make smoke rings, get bigger clouds, stronger hit, etc



VAPE HOTBOX #4 | DonnySmokes



The Art of Vape

222,062 views

4K 85 SHARE

...but think of the “second hand vape” sticking to, irritating your nose, bronchial tubes

Industry tactics

The tobacco and vaping industries target young people by making their products:

- Sweet
- “Cool”, tech
- Easy to Get
- Cheap

GET **OUT** RAGED!

Sweet

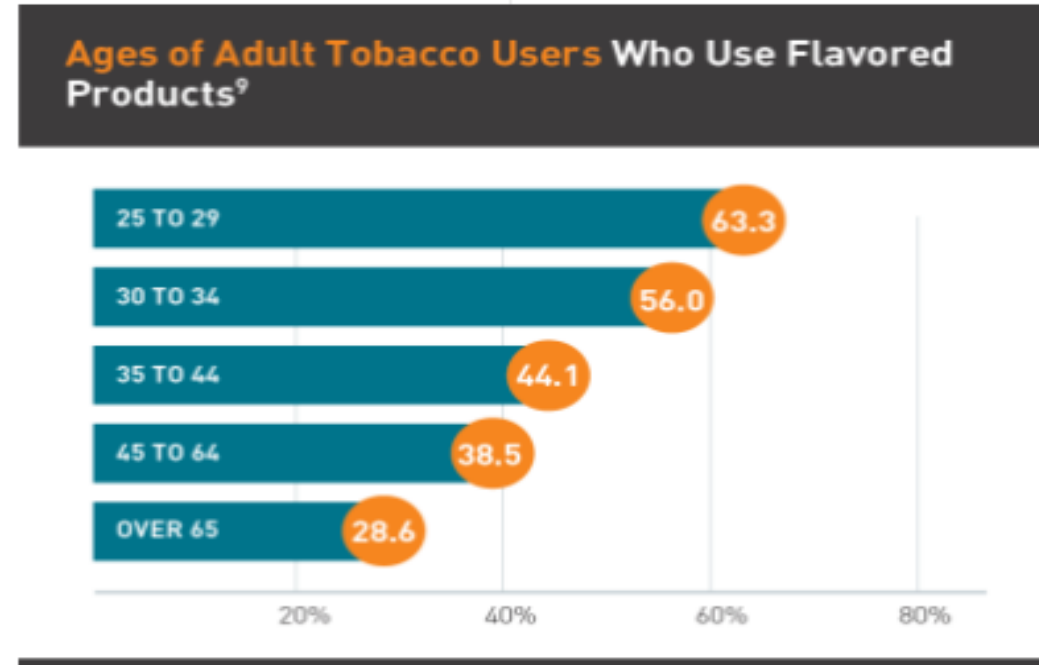
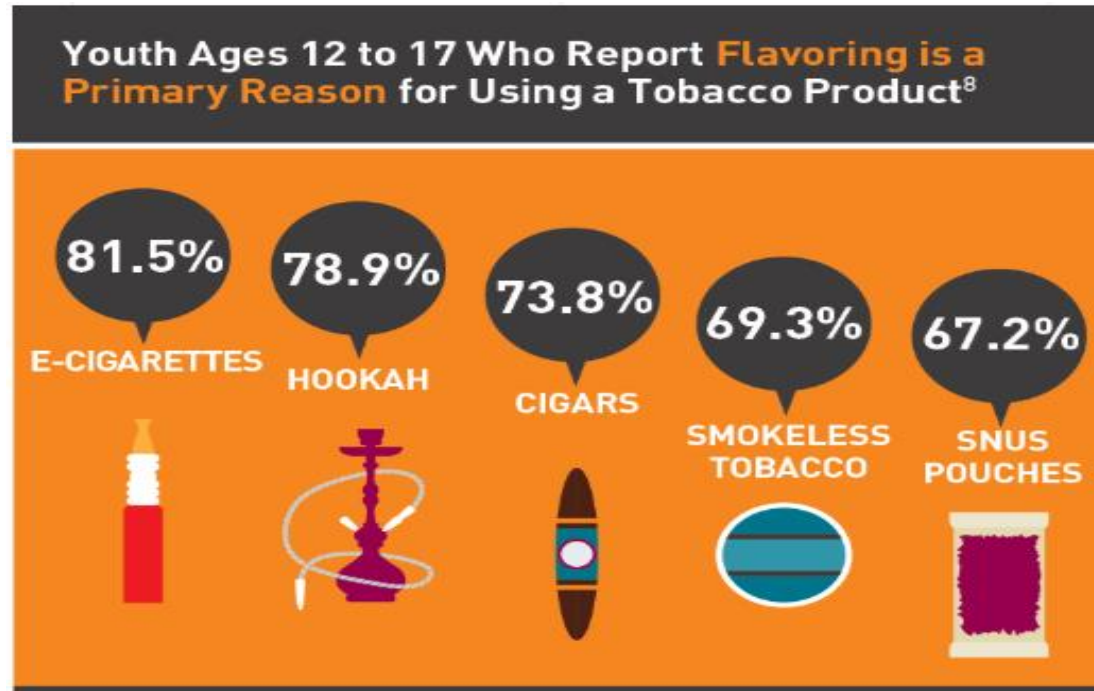
- E-liquids and juices contain flavorings
- Thousands of sweet and fruity flavors to pick from (chocolate, cotton candy, fruit punch, mango...)
- Flavors appeal to youth
- Flavors may make vaping *seem* harmless



GET **OUT** RAGED!

Sweet – Do flavors appeal to adults?

- Younger people are more likely to use flavored products than older adults

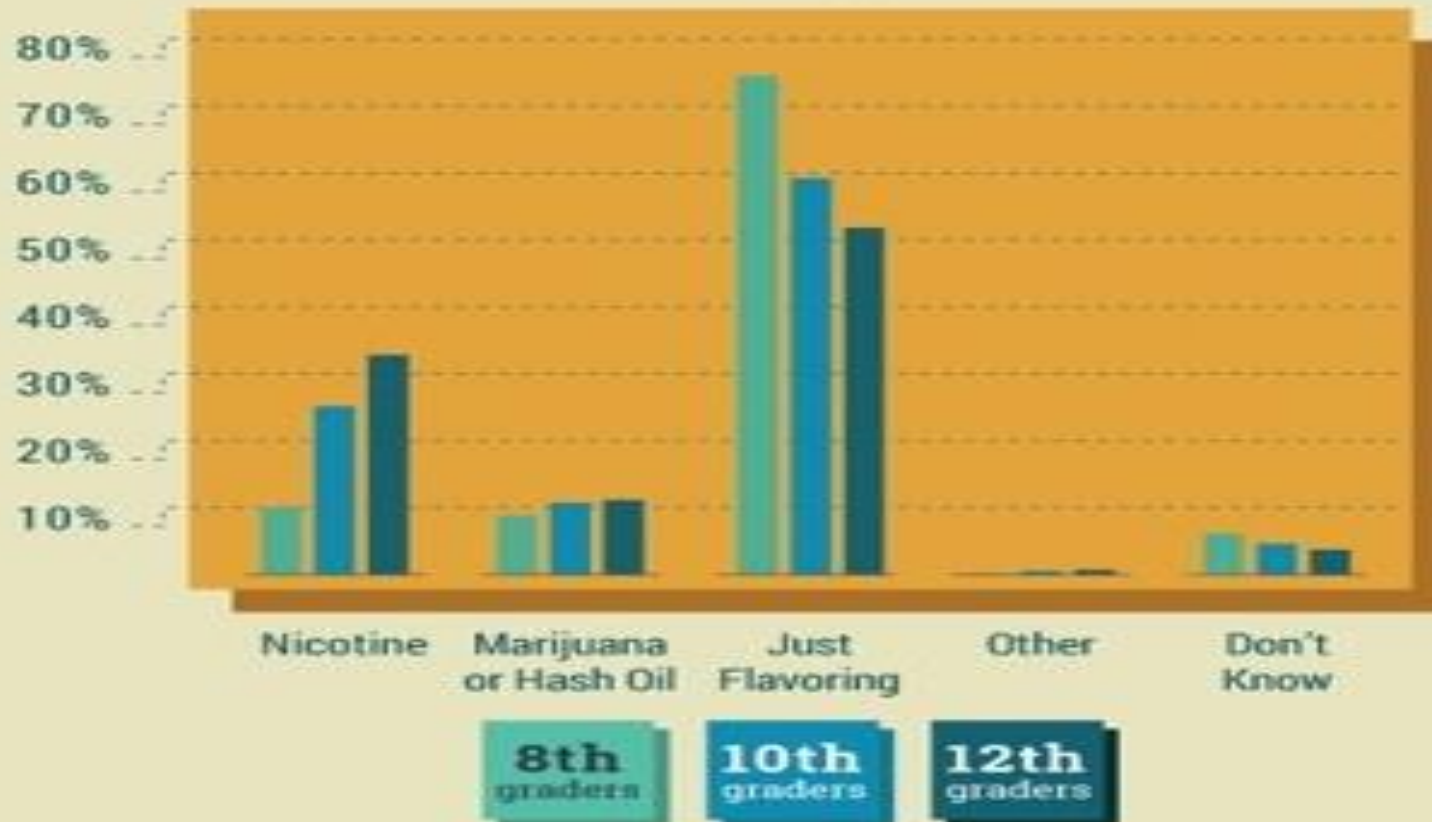


Source: Truth Initiative, truthinitiative.org/news/flavored-tobacco-use-among-youth-and-young-adults

GET ~~OUT~~ RAGED!

WHAT TEENS THINK ARE IN E-CIGARETTES?

When asked what they thought was in the e-vaporizer mist students inhaled the last time they smoked, these were their responses:



COOL



“cool tech”

Vaprowear/JUUL Gear



Our patented Drawstring™ vapor delivery system is now **vape ready**, meaning it's compatible with virtually every vape cartridge. **Vape pen sold separately.**

Easy to get

- Vaping products are everywhere—corner stores, gas stations, vape shops, online
- Availability sends the message that these products are normal and fine
- The more youth see them, the more likely they are to buy and use



GET **OUT RAGED!**

déjà vu ...all over again... Joe Camel was banned approximately late '90's after years of successfully increasing youth market share



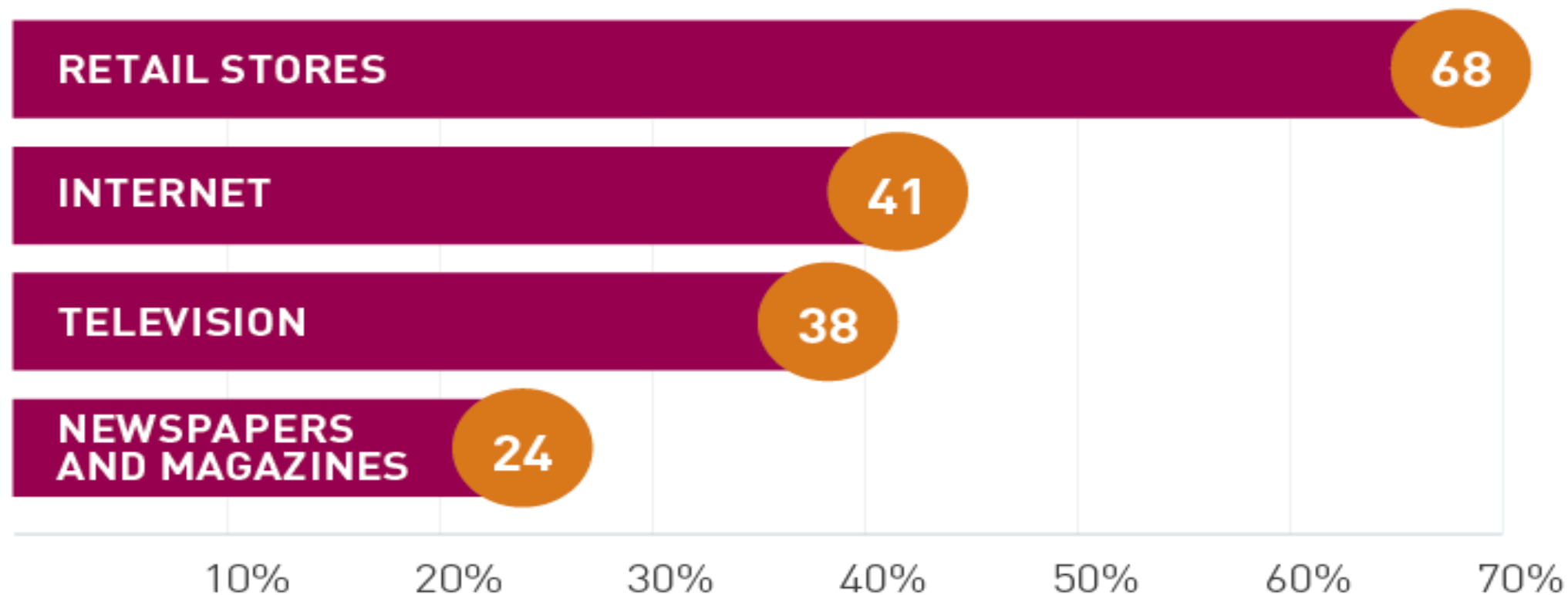
Cheap

- Products are often inexpensive—special offers and coupon codes make them cheap
- Low prices create impulse buys



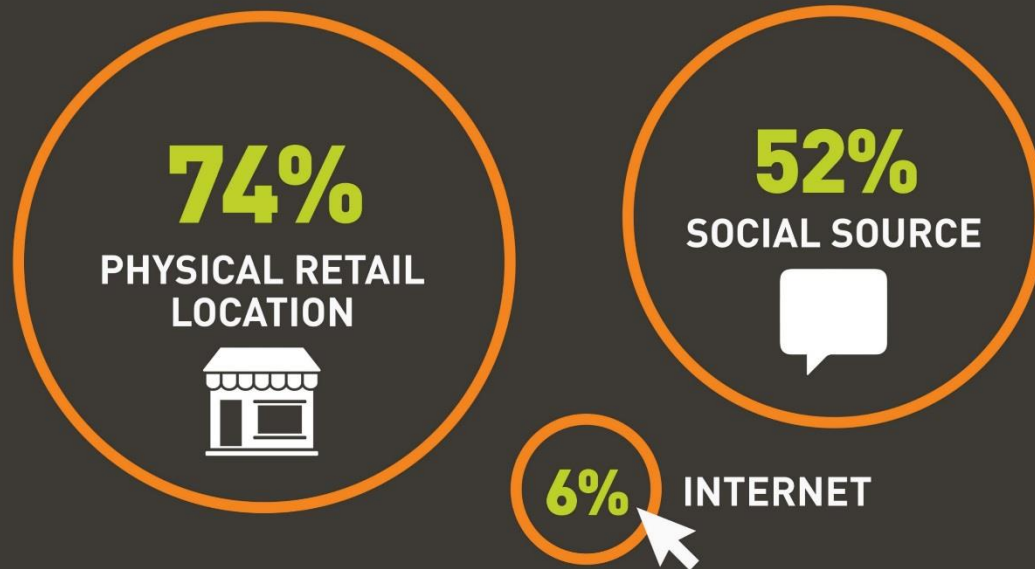
GET **OUT** RAGED!

Where young people are most likely to see e-cigarette ads



HOW ARE KIDS OBTAINING VAPES?

YOUTH WHO USED JUUL FLAVOR PODS IN THE PAST 30 DAYS SAID THEY OBTAINED THE DEVICE IN THE FOLLOWING WAYS.



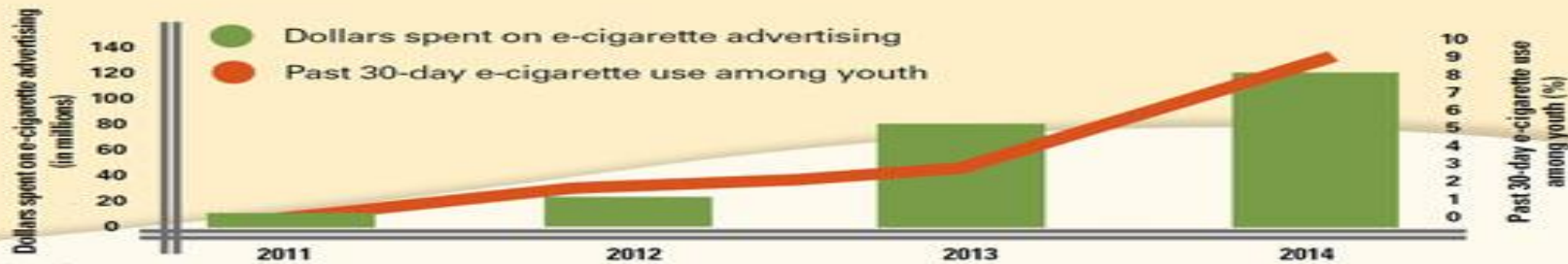
*youth could select multiple answers

truthinitiative.org

- Buying from someone that is of legal age
- Social Media
- Retail outlets
- Online – using gift cards; 89% success rate
- Parents
 - Purchase as gifts not realizing what they are
 - Parents that vape – kids using their devices

Youth E-cigarette Use and Advertising

E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014); Truth Initiative (2015).

Vital^{CDC}**signs**TM
www.cdc.gov/vitalsigns/ecigarette-ads



Vaping in the U.S.

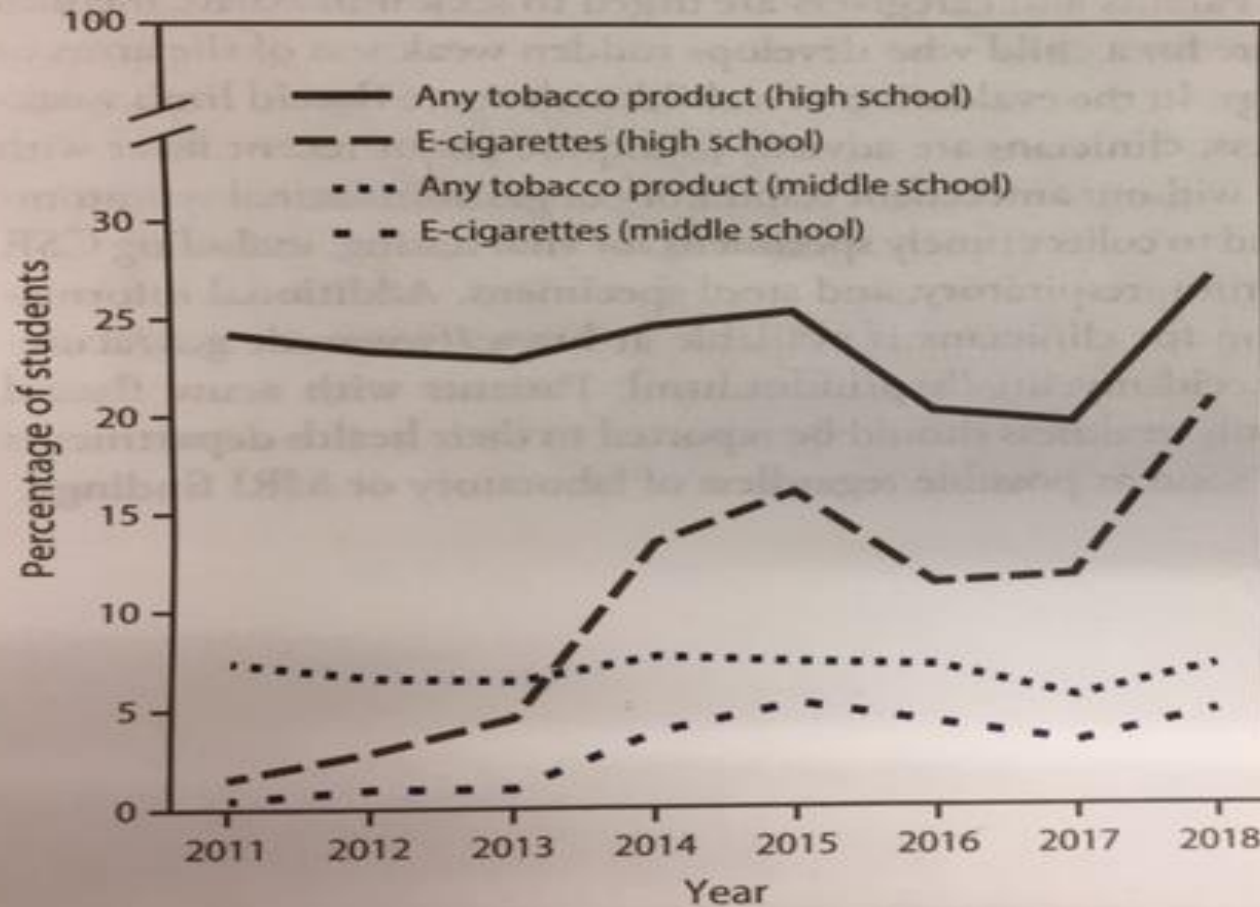
- ▶ **June 2018** CDC report:

For the **fourth straight year**, e-cigarettes remain the most commonly used tobacco product among youth... but **1/3 ENDS users go onto traditional cigarettes!!**

- ▶ In the United States, youth are more likely than adults to use e-cigarettes
- ▶ E-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products

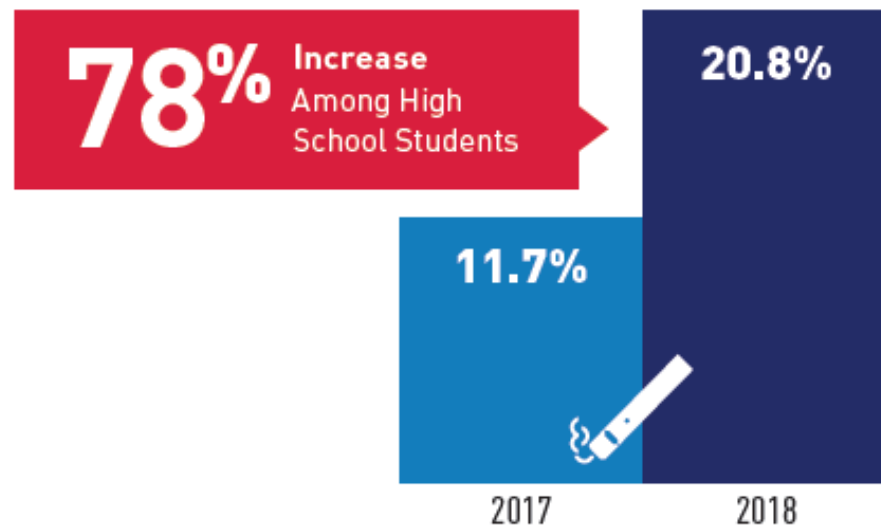
MMWR, 11/2018

FIGURE. Percentage of middle and high school students who currently use e-cigarettes* and any tobacco product† — National Youth Tobacco Survey, United States, 2011–2018

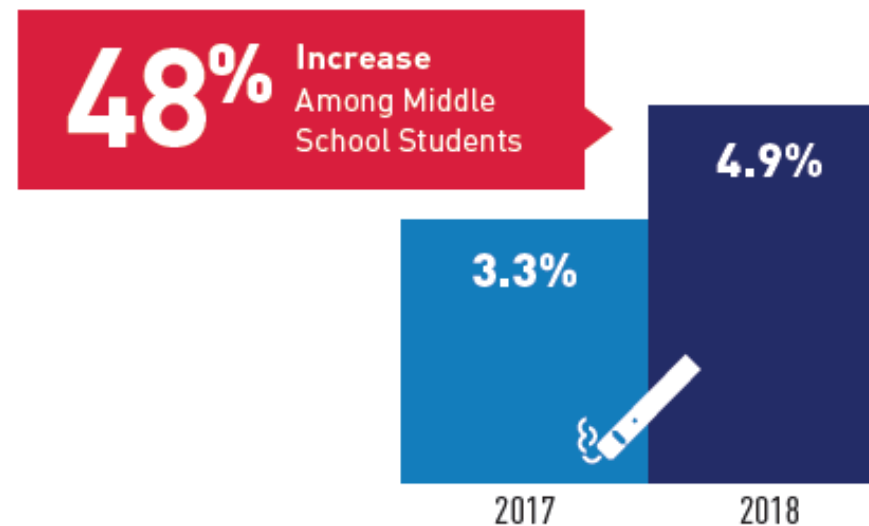


YOUTH VAPING IN THE U.S.

SURGE IN YOUTH CURRENT E-CIGARETTE USE — 1.5 Million More Students Used E-Cigarettes in 2018 vs 2017



AMONG HIGH SCHOOL CURRENT E-CIGARETTE USERS — Rise in Frequency and Use of Flavors



E-CIGARETTE USE SURGE LED TO UPTICK IN OVERALL TOBACCO USE — Reversing Previous Declines