



February 6, 2019

Howard A. Willard III  
Chairman and Chief Executive Officer  
Altria Group, Inc.  
6601 W. Broad Street  
Richmond, VA 23230

Dear Mr. Willard:

I am writing to request a meeting with you regarding representations you made in a meeting with Food and Drug Administration (FDA) senior leadership on October 18, 2018, and in a written submission that followed, where you acknowledged that Altria Group, Inc. has an obligation to take action to help address the mounting epidemic of youth addiction to tobacco products.

After Altria's acquisition of a 35 percent ownership interest in JUUL Labs, Inc., your newly announced plans with JUUL contradict the commitments you made to the FDA. When we meet, Altria should be prepared to explain how this acquisition affects the full range of representations you made to the FDA and the public regarding your plans to stop marketing e-cigarettes and to address the crisis of youth use of e-cigarettes.

I am aware of deeply concerning data showing that youth use of JUUL represents a significant proportion of the overall use of e-cigarette products by children. I have no reason to believe these youth patterns of use are abating in the near term, and they certainly do not appear to be reversing. Manufacturers have an independent responsibility to take action to address the epidemic of youth use of their products.

My office will contact you to arrange a meeting to discuss these issues. Pursuant to your request, we intend to schedule this as a joint meeting with both Altria and JUUL.

Sincerely,

Scott Gottlieb, M.D.  
Commissioner of Food and Drugs