Exhibit
B

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Smoking.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Quit. Start smoking again.
Switch.

The average smoker tries to quit over 30 times.*
Make the switch.

JUUL®

INTENDED FOR ADULT SMOKERS — NOT FOR SALE TO MINORS
*Based on data from 1277 participants in the Ontario Tobacco Survey
©2018 JUUL Labs, Inc. All rights reserved.

JUUL.com