

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Mr. John R. Kretchmer
President
American Licorice Company
1900 Whirlpool Drive South
La Porte, IN 46350

Dear Mr. Kretchmer:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Red Vines product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



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Our Price: \$4.00

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Availability: Usually Ships in 3 to 5 Business Days

Product Code: RED-VINES-E-LIQUID

CHOOSE YOUR PRODUCT OPTIONS

DBL Flavor: ☐ Add Double Flavor (Add \$0.50)

Strength MG

Strength: ☐ Zero Nic-0 mg

Size

☐ 5ml Bottle

Quantity:

[ADD TO CART](#)

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Michael Brandstaedter
Chief Executive Officer
Bazooka Candy Brands
1 Whitehall St.
New York, NY 10004

Dear Mr. Brandstaedter:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Bazooka product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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United States Senate

WASHINGTON, DC 20510

December 18, 2015

Teun DeVen
Chief Executive Officer
Brach's
4120 Jersey Pike
Chattanooga, TN 37421

Dear Mr. DeVen:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your A&W Root Beer product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

- (1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?
- (2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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PRICE
\$7.99

BRAND
Vaporizer

SHIPPING
Calculated at checkout

NICOTINE LEVEL

☐ 0%

☐ 0.8%

☒ 1%

Get discount



United States Senate

WASHINGTON, DC 20510

December 18, 2015

Chris Helle
Business Director
Cadbury Adams
389 Interpace Parkway
Parsippany, NJ 07054

Dear Mr. Helle:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Bubblicious product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

2015 January

Rockwall, TX 75087

Rockwall
VaporStop

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Store Hours: Monday - Thursday: 10:00 am to 6:00 pm / Friday: 10:00 am to 5:00 pm / Saturday: 10:00 am to 11:00 pm / Sunday: 10:00 am to 1:00 pm / Phone: 972.762.8888

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Watermelon Bubblicious Flavored E-Liquid

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Watermelon Bubblicious Flavored E-Liquid

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Price:
\$6.99

* Marked fields are required

Size: *

Select ▼

Nicotine Level: *

Select ▼

Flavor Strength: *

Select ▼

Add Menthol: *

Select ▼

PG/VG Ratio: *

Select ▼

Price *

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Michael McGee
Chief Executive Officer
NECCO – Clark Gum Company
135 American Legion Highway
Revere, MA 02151

Dear Mr. McGee:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Teaberry product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment


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Availability: in stock

\$6.00

*Nicotine Level
Choose an Option...

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VIEW ITEM

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Todd Siwak
Chief Executive Officer
Ferrara Candy Company
1 Tower Lane #2700
Oakbrook Terrace, IL 60181

Dear Mr. Siwak:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Atomic Fireball product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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ATOMIC FIREBALL FLAVOR

ATOMIC FIREBALL

PRICE:

\$2.00

BRAND:

Atomic Fireball

WEIGHT:

1.00 Ounces

SHIPPING:

Calculated at checkout

EXTRA FLAVORING:

None

SIZE:

REVIEWS

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Giovanni Ferrero
Chief Executive Officer
Ferrero SpA
Piazzale Pietro Ferrero
1 Alba, CN 12051, Italy

Dear Mr. Ferrero:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Tic Tac product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

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United States Senator

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United States Senator

Jack Reed
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United States Senator

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Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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Orange Tic Tac E-Juice E-Liquid for Vaping

Price: \$4.75

Available Options

Bottle Size:
-- Please Select --

Nicotine Strength:
-- Please Select --

PG/VG Ratio *Note: Addons and Flavors are PG Based*:
-- Please Select --

Flavor Level - For Double Choose Matching Bottle Size:
-- Please Select --

E-Caffeine (Optional):
-- Please Select --

Addons *If you choose more than 2 your flavor will be very thin and may be harsh* bottle code in parenthesis:

- ☐ Sour 'u'
- ☐ Menthol 'm'
- ☐ Sweet Cream 'c'
- ☐ Sweetener 's'



Qty: 1

[Add to Cart](#)



United States Senate

WASHINGTON, DC 20510

December 18, 2015

Ken Powell
Chief Executive Officer
General Mills, Inc.
P.O. Box 9425
Minneapolis, MN 55440

Dear Mr. Powell:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Trix product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

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United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



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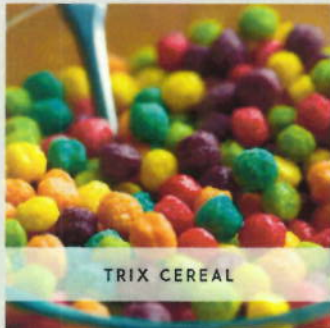
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REVIEWS

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TRIX CEREAL

TRIX



Be the first of your friends to like this.

PRICE

\$5.00

BRAND:

Trix

WEIGHT:

1.00 Ounces

SHIPPING:

Calculated at checkout

EXTRA FLAVORING:

SIZE

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Anna Maria Chavez
Chief Executive Officer
Girl Scouts of the United States of America
420 Fifth Avenue
New York, NY 10018

Dear Ms. Chavez:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Thin Mints product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



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NICOTINE

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THIN MINTS E- LIQUID



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EMAIL A FRIEND

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Our Price: \$4.00

UPDATE PRICE C

Availability: Usually Ships in 3 to 5 Business Days

Product Code: THIN MINTS E- LIQUID

CHOOSE YOUR PRODUCT OPTIONS

DBL Flavor:

☐ Add Double Flavor [Add \$0.50]

Add Menthol:

☐ Turn Your Favorite Flavor Into Menthol (Not Mint) [Add \$0.50]

Strength MG:

Strength*:

Size:

Quantity:

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Ross Born and David Shaffer
Chief Executive Officers
Just Born, Inc.
1300 Stefko Blvd.
Bethlehem, PA 18017

Dear Mr. Born and Mr. Shaffer:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Hot Tamales product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

- (1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?
- (2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



BOOTLEG VAPORS

PREMIUM E LIQUIDS FOR LESS™

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- DRINK FLAVORS
- ENERGY DRINK FLAVORS
- FOOD FLAVORS
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- ICE CREAM FLAVORS
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- MOONSHINE FLAVORS
- NEW FLAVORS
- OPEN BAR
- SEASONAL FLAVORS
- SNACK FLAVORS

> CANDY & GUM FLAVORS >

Cinnamon Hot Tamales



Our Price: \$3.00

Update Price

Product Code: HOT-TAMALE

Choose your options:

- | | |
|------------------|-------------------------|
| Bottle Size: | Please choose an option |
| Flavor Strength: | Please choose an option |
| Ice Hit: | Please choose an option |
| Make it Sweeter: | Please choose an option |
| Sour Power: | Please choose an option |
| Make it Menthol: | Please choose an option |
| PGMG BASE: | Please choose an option |
| Nicotine Amount: | Please choose an option |

Qty: 1

Add to Cart

Description

Just like the candy flavor Cinnamon Hot Tamales!

Related Items

Bubble Gum

Our Price: \$3.00



Malted Milk Balls

Our Price: \$3.00



Caramel Popcorn

Our Price: \$3.00



Tutti Frutti

Our Price: \$3.00



United States Senate

WASHINGTON, DC 20510

December 18, 2015

John A. Bryant
Chief Executive Officer
Kellogg Company
2050 State Rd.
Lancaster, PA 17601

Dear Mr. Bryant:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Apple Jacks product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



Handcrafted R.D.A.'s - Food Flavoring - Apple Jacks



APPLE JACKS FLAVOR



APPLE JACKS

PRICE:
\$2.00

BRAND:
Apple Jacks

WEIGHT:
0.70 Ounce

SHIPPING:
Calculated at checkout

EXTRA FLAVORING:

SIZE:

NICOTINE STRENGTH:

PG/VG RATIO:

IF OTHER PRODUCT USED:

REVIEWS

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Grant F. Reid
Chief Executive Officer
Mars, Incorporated
6885 Elm St.
McLean, VA 22101

Dear Mr. Reid:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Snickers product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator


Attachment

[Home](#) > [AN E Liquid \(E Juice\)](#) > [All Candy Flavors](#) >

AN Snickers E Liquid

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Out Price: \$4.99

 Free shipping on orders

Product Code: 20126

CHOOSE YOUR OPTIONS:

Nic

First, Select Nic

Size

Then, Select Size

Strength

Then, Select Strength

Qty:

1

ADD TO CART ►

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FEATURES

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Irene Roenfeld
Chief Executive Officer
Mondelez International, Inc.
100 Deforest Ave.
East Hanover, NJ 07936

Dear Ms. Roenfeld:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Swedish Fish product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



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Products

Aspire ET-S
\$11.99



Aspire CF Sub Ohm Battery
\$38.99



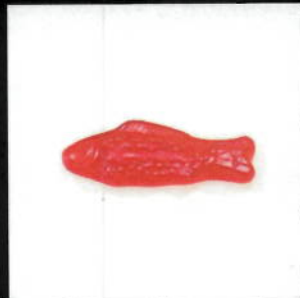
Celestial Bodies
\$9.99



Ripe Strawberry
\$9.99



Aspire Vivi Nova-S
\$19.99



Swedish Fish

\$6.99

Nicotine Level

Choose an option

SKU: seefish19

Categories: [All Flavors](#), [Anarchy Vapor Premium e-Liquid](#), [Chocolate/Candy Flavors](#), [E-Liquid](#)

Tag: [E-Liquid](#)

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Paul Bulcke
Chief Executive Officer
Nestle S.A.
800 North Brand Blvd.
Glendale, CA 91203

Dear Mr. Bulcke:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Butterfinger product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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E-cigarettes, E-liquid, and Vaping Supplies - TX, USA

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BUTTERFINGER

\$4.99 - \$12.99

An awesome taste of your favorite candy bar. Nicotically blended to bring that down home taste you grew up with to a new level. Fantastic flavor, nice throat hit and clouds of vapor.

This is an e-liquid for e-cigarettes that comes in 10-ml, 30-ml, and 60-ml sized bottles with the nicotine consistency of your choosing. Our standard liquid blend is 70% VG / 30% PG. If you prefer a special blend of PG / VG, we can do special requests no problem. Just let us know in your order comments how you like it.

Please note all of our e-liquids are made fresh to order. Furthermore, this most blends will improve and mellowify after a week or two of steeping.



Size

--

Nicotine Strength

--

Quantity

1

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Michael Keller
Chief Executive Officer
Pearson's Candy Company
2140 7th St. W.
St. Paul, MN 55116

Dear Mr. Keller:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Bit O Honey product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

Home > E-LIQUID >

BIT O HONEY E-LIQUID



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Our Price: \$4.50

UPDATE PRICE 

Availability: Usually Ships in 3 to 5 Business Days

Product Code: BIT O HONEY E-LIQUID

CHOOSE YOUR PRODUCT OPTIONS

DBL Flavor: ☐ Add Double Flavor (Add \$0.50)

Add Menthol

☐ Turn Your Favorite Flavor Into Menthol (Not Mint) (Add \$0.50)

Strength MG

Strength:

Size

Quantity:

United States Senate

WASHINGTON, DC 20510

December 18, 2015

John P. Bilbrey
Chief Executive Officer
The Hershey Company – Peter Paul Candy Manufacturing Company
100 Crystal A Drive
Hershey, PA 17033

Dear Mr. Bilbrey:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Almond Joy product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



814.201.7200
dorsetvape@gmail.com

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Almond Joy

\$ 5.99

Size:

Nicotine Strength:

Add to Cart

[Tweet](#) 0

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0 Comments

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United States Senate

WASHINGTON, DC 20510

December 18, 2015

Christian Jegen
Chief Executive Officer
PEZ International GmbH
Eduard-Haas-Stresse
25 Traun, 4050 Austria

Dear Mr. Keller:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your PEZ product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

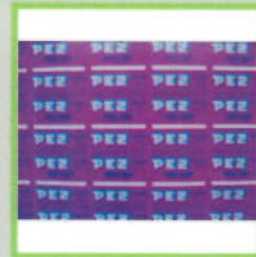
Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



Grape Pez

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

How to use: Inhale for a smooth taste and enjoy the fruit.

\$3.49

SKU: GRAPPEZ

Grape Pez e-cigs from Make A Cig offers a delicious grape pez candy taste.

Size:

nicotine:

PG/VG:

Add Flavor Boost:

Additional Notes:

Quantity:

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Ramon Escola
President
Zeta Espacial S. A. – Pop Rocks, Inc.
Avenida de las Olimpiadas, 79
Barcelona, Spain

Dear Mr. Escola:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Pop Rocks product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

127 Reviews

Rockwall, TX 75087

Rockwall
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Pop Rocks Flavored E-Liquid

It's like an explosion of flavor on your tongue!

One of our best sellers

Item #: Pop Rocks

Pop Rocks Flavored E-Liquid

Be the first to write a review

[0 Items](#)

Price:

\$6.99

* Marked fields are required.

Size: *

Select ▼

Nicotine Level: *

Select ▼

Flavor Strength: *

Select ▼

Add Menthol: *

Select ▼

PG/VG Ratio: *

Select ▼

Qty: *

1

United States Senate

WASHINGTON, DC 20510

December 18, 2015

William P. Stirtz
Chief Executive Officer
Post Holdings, Inc.
2503 S. Hanley Rd.
St. Louis, MO 63144

Dear Mr. Stirtz:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Fruity Pebbles product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

- (1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?
- (2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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Website: www.detroitvapors.com

Cart: 0 items - \$0.00

100% KILLER - 100% KILLER - 100% KILLER
(344) 888-7049 / (344) 888-7049

HOME / LIQUID / PREMIUM LIQUID / NICOTINIZED / TIPS / MISC / NEWS / PARTS / ACCESSORIES / POWER DEVICES / BATTERY DEVICES / COILS / ACCESSORIES / E-CIGARETTES / E-CIGARETTES / E-CIGARETTES

Q

Home / Premiums / Juicers



5. Lapsed Flavors

Availability: In stock

Price as configured \$4.99

Price as configured \$0.00

Price as configured \$0.00

Log Out

Availability: In stock

[Click here to view the product](#)

[Email to a friend](#)

Log In

Account

Order

Cart

Wishlist

My Account

Flavor Type*

Fruity Pebbles +\$0.00

Qty: 0

Quantity of available items*

MY CART

There are no items in your shopping cart.

COMPARE PRODUCTS

There are no items to compare.

COMMUNITY POLL

What is your favorite BOX MOD?

☐ Razer

☐ iV

☐ VapoR

☐ iV2

☐ iV3

☐ iV4

☐ iV5

☐ iV6

☐ iV7

☐ iV8

☐ iV9

☐ iV10

☐ iV11

☐ iV12

☐ iV13

☐ iV14

☐ iV15

☐ iV16

☐ iV17

☐ iV18

☐ iV19

☐ iV20

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Indra Nooyi
Chief Executive Officer
PepsiCo – Quaker Oats Company
PO Box 049003
Chicago, IL 60604-9003

Dear Ms. Nooyi:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Captain Crunch product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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REVIEWS

Home / Handcrafted E-Juice / Flavors / Captain Crunch With Milk



CAP'N CRUNCH WITH MILK

CAPTAIN CRUNCH WITH MILK

LINE Be the first of your friends to like this.

PRICE:
\$5.00

BRAND:
Captain Crunch With Milk

WEIGHT:
1.00 Ounces

SHIPPING:
Calculated at checkout

EXTRA FLAVORING

SIZE

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Edward Dee
Chairman of the Board
Smarties Candy Company
1091 Lousons Road
Union, NJ 07083

Dear Mr. Dee:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Smarties product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

100% Nicotine

Rockwall, TX 75087

Rockwall
VaporStop

Home

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000

Store Hours Monday - Thursday 10:00 am to 5:00 pm Friday - Saturday 10:00 am to 11:00 pm Sunday 10:00 am to 7:00 pm Phone: (972) 221-4289

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New Flavors

Top Ten Flavors

Our Products » Smarties Flavored E-Liquid



Click To Enlarge

Smarties Flavored E-Liquid

Item #: Smarties

Smarties Flavored E-Liquid

Be the first to write a review

0 items

Price:
\$6.99

* Marked fields are required

Size: *

Select ▼

Nicotine Level: *

Select ▼

Flavor Strength: *

Select ▼

Add Menthol: *

Select ▼

PG/VG Ratio: *

Select ▼

Qty: *

1

United States Senate

WASHINGTON, DC 20510

December 18, 2015

John P. Bilbrey
Chief Executive Officer
The Hershey Company
100 Crystal A Drive
Hershey, PA 17033

Dear Mr. Bilbrey:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Jolly Rancher product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



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REVIEWS

Home / Handcrafted E-Juice / Candy Flavors / Jolly Rancher



JOLLY RANCHER FLAVOR

JOLLY RANCHER

Be the first of your friends to like this.

PRICE:
\$0.00

BRAND:
Jolly Rancher

WEIGHT:
1.00 Ounces

SHIPPING:
Calculated at checkout

JOLLY RANCHER:

- ☐ Original
- ☐ Apple
- ☐ Blueberry

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Paul Bulcke
Chief Executive Officer
The Willy Wonka Candy Company (Nestle S.A.)
800 North Brand Blvd.
Glendale, CA 91203

Dear Mr. Bulcke:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Sweet Tarts product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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E-JUICE BY CATEGORY

PREMIUM GOURMET BLENDS

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SAMPLE PACKS

WHOLESALE

CLEARANCE FLAVORS

Home > E-Juice By Category > Candy Flavors > Sweet Tarts

CATEGORIES

E-JUICE BY CATEGORY



PREMIUM GOURMET BLENDS



MAX VG BLENDS



SAMPLE PACKS



WHOLESALE



CLEARANCE FLAVORS



Sweet Tarts

FLAVOR DESCRIPTION:

Sweet and tart just like the candy! Makes your lips pucker just a bit!

Write A Review

\$15.00

Bottle Size: (Price Will Update In Cart):

\$15 30ML (LDPE Plastic)



Please Select Your Nicotine Strength::

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Ross Born and David Shaffer
Chief Executive Officers
Tootsie Roll Industries
7401 South Cicero Ave.
Chicago, IL 60629

Dear Mr. Born and Mr. Shaffer:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Tootsie Roll product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment



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TOOTSIE ROLL FLAVOR

TOOTSIE ROLL

Be the first of your friends to like this.

PRICE:
\$2.00

BRAND:
Tootsie Roll

WEIGHT:
1.00 Ounces

SHIPPING:
Calculated at checkout

EXTRA FLAVORING:

None

SIZE:

United States Senate

WASHINGTON, DC 20510

December 18, 2015

Martin Radvan
Chief Executive Officer
William Wrigley Jr. Company
P.O. Box 3900
Peoria, IL 61614

Dear Mr. Radvan:

We write to bring your attention to a recent report by the child advocacy organization First Focus, which documents many cases of liquid-nicotine retailers advertising their products as recognizable brand names of candy, breakfast cereal, and other foods and drinks.¹ Use of these trademarked images in this manner appears intended to make the liquid-nicotine products attractive to younger smokers and perhaps even to children. At least one liquid-nicotine retailer was using the name and image of your Juicy Fruit product on its website (see attachment) at the time of the report's release.

Nicotine's dangerous and addictive properties are well documented. Liquid nicotine poses an especially serious threat to children. Ingesting as little as one-half teaspoon of liquid nicotine can cause severe stomachaches, vomiting, seizures, increased heart rate, difficulty breathing, and even death.² Children do not understand that liquid nicotine is a poison. They may be drawn to liquid-nicotine bottles bearing labels with your familiar brands, whose contents have a flavorful smell and taste.³ We must not tolerate the marketing of a harmful chemical to teenagers and children, especially under the imprimatur of your recognizable brands — an advertising activity plainly undertaken to create a new generation of nicotine-addicted smokers or “vapers.”

We write to ask the following questions:

(1) Were you aware that these liquid-nicotine companies are using your brand names and images to sell their products? If so, what steps have you taken to stop that misuse and prevent it in the future?

(2) If you have not taken any steps to stop this activity, please explain why not.

¹ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/>.

² <http://www.preventchildinjury.org/resources/site1/General/MediaGuides/Liquid-Nicotine-Toolkit-Media-Guide-PCI.pdf>.

³ <http://firstfocus.org/resources/report/the-new-joe-camel-in-your-pantry-marketing-liquid-nicotine-to-children-with-candy-and-cereal-brands/> at 3.

(3) If you were not aware of the misuse of your brand names and images, what steps do you plan to take now that you have been informed of these nefarious marketing practices?

We also have written to the liquid-nicotine retailer using the name and image of your product, asking it to stop, and to the Federal Trade Commission requesting an investigation of this potentially unfair and deceptive act.

Please respond to these questions by January 8, 2016, and address any questions you might have to Andrew Cohen at 202-224-2742 or Andrew_Cohen@markey.senate.gov.

Sincerely,

Edward J. Markey
United States Senator

Sherrod Brown
United States Senator

Jack Reed
United States Senator

Richard Blumenthal
United States Senator

Al Franken
United States Senator

Jeff Merkley
United States Senator

Barbara Boxer
United States Senator

Richard J. Durbin
United States Senator

Attachment

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E-Liquid

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Juicy Fruit

Juicy Fruit

SKU

Price: \$6.99

Product Status: Available

Select an option:

Select

Quantity:

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Description