

TOBACCO REGULATIONS IN FLUX

SPOTLIGHT ON VAPOR REGULATIONS AND PMTA DETERMINATIONS:

What Retailers Need to Know



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Two major recent regulatory changes—the PACT Act and the PMTA process – are combining to give retailers a huge opportunity over the coming months in the vapor category. It's more important than ever to focus on building partnerships with category veterans, like Logic, that retailers can count on to deliver profitable, reliable products for the future.

When the FDA begins making determinations on Premarket Tobacco Product Applications (PMTAs), it will be even more

important for convenience-store retailers to have strong partnerships with suppliers who are serious about regulatory compliance and the vapor category's long-term success. Logic is a brand committed to exactly that.

Logic has been a leader in the area of FDA compliance while continuing to grow its business. Logic's dedication to FDA compliance goes beyond merely remaining within the letter of the law; the company plays an active role in advocating for science and evidence-based

regulation of the category. To that point, Logic was one of the first manufacturers to submit PMTAs for Electronic Nicotine Delivery Systems (ENDS) and be accepted for substantive review.

The Evolution of Regulating Vapor Products

This year, when Congress passed legislation extending PACT Act requirements to vapor products, Logic played an active role in directing their online adult consumers straight to their retail partner's brick-and-mortar locations.

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

CHOOSE LOGIC

- ✓ Top 3 brand in the Northeast*
- ✓ Continues to increase share*
- ✓ Committed to regulatory compliance

*Based on Nielsen AOD data through Nov 2020 within the Traditional Closed Tank Segment



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It's that simple.

FOR TRADE USE ONLY

Intended for use by adult smokers of legal smoking age. Underage sale prohibited. This product should not be used by minors, non-smokers, women who are pregnant or breast feeding, or persons with or at risk of heart disease, high blood pressure, diabetes, or taking medicine for and avoid contact with eyes and skin. In case of accidental contact, seek medical help. This product is not a smoking cessation product and is not intended as such. This product is not intended to diagnose, treat, cure or mitigate any disease or condition.

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There's a big opportunity here for retailers in the vapor category to gain loyal adult customers that once exclusively purchased their vapor products online. Logic has updated its website to focus on driving its adult customers to locations where Logic products can be purchased, actively increasing foot traffic for its retail partners' stores. This is an important development for c-stores as the vapor category holds great potential to expand and maintain consistent basket sales at retail.

PMTA Review

The FDA began enforcing the deadline to submit PMTAs on Sept. 9, 2020, and moving forward, all ENDS products must receive a marketing order through the PMTA pathway to stay on the market. To date, the FDA has allowed manufacturers who submitted their applications on time to continue marketing their products to adult consumers while under FDA review.

With the one-year anniversary of the submission deadline looming, there remain many unknowns with how quickly the FDA will begin making determinations. However, what is known is the process doesn't

end with the receipt of marketing orders. Manufacturers who are granted authorization to keep their products on the market will be tasked with specific compliance and reporting requirements for their products. Keeping this in mind, retailers should work with vendors that take compliance as seriously as they do, with products they can confidently put and keep on their shelves, such as Logic Pro, a matte black, soft-touch finished ENDS device that uses pre-filled capsules, and Logic Power, an e-cigarette product with just two components with convenient cartridges.

"Retailers can be confident that having Logic on the shelf will not only drive consistent sales, it will also provide peace of mind," said Renee Duszynski, VP of Sales for

Logic. "With increased scrutiny from the FDA, it has never been more important for retailers to ensure they are only selling vapor products that are complying with FDA requirements. That's why Logic made its PMTA submissions a priority."

There are, no doubt, more changes on the horizon for the tobacco and vapor categories in what is surely an evolving, often confusing, landscape. Logic can provide the consistency retailers are looking for and help expand c-store tobacco sales—both now and in the future—with reliable products that adult consumers come back for time and time again.

**TO LEARN MORE, CALL
(800) 896-4612.**

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