

Supplemental Table.**Awareness of e-cigarette industry practices among overall sample of young adults susceptible to e-cigarette use (n=1,329)**

Do you think the electronic vaping industry engages in any of the following activities?	Yes	No/Don't Know
	% (n)	% (n)
1. Offering subscription services that include discounts, free shipping, auto-shipping, concierge hotlines, and exclusive deals ^b	46.1 (611)	53.9 (715)
2. Offering programs with exclusive benefits for certain groups (e.g., military members/veterans and their spouses, teachers, first responders) ^b	38.6 (511)	61.4 (812)
3. Offering 30-day 100% satisfaction guarantees with a full refund ^b	40.6 (538)	59.4 (788)
4. Running youth vaping prevention programs ^a	35.8 (474)	64.3 (852)
5. Financially supporting advocacy networks that support access to electronic vaping products ^a	43.4 (576)	56.6 (751)
6. Offering discounts for referring a friend or family member to use their brand of electronic vaping products ^b	42.8 (568)	57.2 (759)
7. Giving school presentations about electronic vaping products to youth ^a	36.2 (480)	63.8 (486)
8. Sponsoring youth summer camps using their brand names ^a	36.8 (487)	63.2 (836)
9. Claiming that electronic vaping products are less harmful than cigarettes ^a	54.6 (725)	45.4 (602)
10. Claiming that electronic vaping products help people quit smoking ^a	49.6 (658)	50.4 (668)
11. Are silent about youth vaping outside of the U.S. where youth vaping is not banned by law ^a	44.6 (590)	55.4 (733)
12. Making sales pitches to American/Indian/Native American health agencies to start "switching" programs from cigarettes to electronic vaping products ^a	41.7 (553)	58.3 (772)

Note: Response categories were “yes”; “no”; “don’t know”; responses of “no” and “don’t know” were combined for analysis; some n totals for categories within variables do not sum to total sample size due to sporadic missing data (<1% of cases for any individual variable); ^a indicates that this was a previously reported e-cigarette industry practice; ^b indicates that this is an e-cigarette industry practice that is current as of September 2023.

References

- Azad A. Juul spent hundreds of thousands of dollars to fund youth programming, documents show. *CNN Health*. July 25, 2019. Available from <https://www.cnn.com/2019/07/25/health/juul-summer-camps-influencers-house-subcommittee>. Accessed on June 28, 2023.
- Blu. What is a Vape Subscription? Available from <https://www.blu.com/en-GB/vape-subscription>. Accessed on June 28, 2023.
- Ducharme J. 'It's Insidious': How Juul Pitched E-cigs to American Tribes. Available from <https://time.com/5778534/juul-native-american-tribes/>. Accessed on June 25, 2023.
- Fahey MC, Krukowski RA, Talcott GW, Little MA. JUUL targets military personnel and veterans. *Tob Control*. 2020;29(e1):e163-e164. doi:10.1136/tobaccocontrol-2019-055377
- Grana RA, Ling PM. "Smoking revolution": A content analysis of electronic cigarette retail websites. *Am J Prev Med*. 2014; 46(4):395-403. doi: 10.1016/j.amepre.2013.12.010. PMID: 24650842; PMCID: PMC3989286.
- Jackler R CC, Getachew B, Whitcomb M et al. JUUL advertising over its first three years on the market: Stanford University; 2019. Available from: http://tobacco.stanford.edu/tobacco_main/publications/JUUL_Marketing_Stanford.pdf. Accessed on June 24, 2023.
- JUUL Labs. JUUL. Available from <https://www.juul.com/refer/>. Accessed on June 24, 2023.
- Vuse. Vuse Online Store. Available from <https://www.vusestore.com/>. Accessed on September 24, 2023.
- VaporDNA. VaporDNA Online Store. Available from <https://vapordna.com/pages/military-discount/>. Accessed on September 24, 2023.
- Oozelife. Oozelife Online Store. Available from: <https://www.oozelifelife.com/collections/teacher-discounts/>. Accessed on September 24, 2023.
- Truth Initiative. Spinning a new tobacco industry: How Big Tobacco is trying to sell a do-gooder image and what Americans think about it. 2019. Available from <https://truthinitiative.org/research-resources/tobacco-industry-marketing/spinning-new-tobacco-industry-how-big-tobacco-trying/>. Accessed on June 15, 2023.
- U.S. Food and Drug Administration. FDA warns JUUL Labs for marketing unauthorized modified risk tobacco products, including in outreach to youth. September 9, 2019. Available from: <https://www.fda.gov/news-events/press-announcements/fda-warns-juul-labs-marketing-unauthorized-modified-risk-tobacco-products-including-outreach-youth/>. Accessed on June 15, 2023.
- Wagoner KG, Berman M, Rose SW, Song E, Cornacchione Ross J, Klein EG, Kelley DE, King JL, Wolfson M, Sutfin EL. Health claims made in vape shops: An observational study and

content analysis. *Tob Control*. 2019;28(e2):e119-e125. doi: 10.1136/tobaccocontrol-2018-054537.

World Health Organization. September 19, 2008. Marketers of electronic cigarettes should halt unproved therapy claims. Available from <https://www.who.int/news/item/19-09-2008-marketers-of-electronic-cigarettes-should-halt-unproved-therapy-claims/>. Accessed on September 20, 2023.