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**From:** Julie Henderson on behalf of Julie Henderson <[REDACTED]@juul.com>  
**To:** Julie Henderson  
**Sent:** 5/23/2018 2:46:45 PM  
**Subject:** Barbara & Marguerite mtg - barbara to consult?

is it juul's private foundation or a 3rd party's? if not private, it'll benefit the company, bad optics for anything we do will be tainted.

Mission statement - advance independent research in vaping (impact of flavors, efficacy, longterm health impact); youth prevention & education around vaping products; community education n& support for smokers switching to vaping;

pilot project on the health side - goal #1 (we're not waiting) and whatever research we need to do -

Start Juul-informed at start-up, private foundation like Truth (as it was in the past when it emerged as

Barbara N - Phillip Morris, Education/marketing (taught for 10 yrs) was Marguerite's mentor at PMI - very flexible; will be free from July 1 -Aug 15-ish....

marketing materials she'd created - went through so many phases; started at PMI before there was a YP initiative; the warnings in advertising/marketing had been there a long time, but had to admit they needed to avoid optics of targeting youth smokers.

They had data base for targeting smokers; did so much marketing/promotions that there was a gray area of what they were producing and why...corporate affairs dept came into being...increase of the database marketing, we had a whole tool that we could market, separate and segregate so corp affairs grew as microscope opened when they needed to

**Philip Morris Marketing resource background:**

Barbara ended her stint in corporate affairs just as settlement came down, to work w/retailers to get YP off the ground:

1. asking for ID - purchasing in the beginning was an issue; they focused on retailer
2. making sure it wasn't being marketed to youth; we ask for id to we card program and that initiative went through the sales people; then the next year the focus moved to reach but to retailers and community activists - two parts: 1. retailers then 2. educators/activists

they'd just launched their first round of materials visibly, has some background knowledge

From the beginning - was a setting the plan in action: prevention materials we have she's observed - it's not the same but it's the same w/YP hotline; they went looking for partners (counselors & teachers) - not there for that part of the implementation....we'd need 3rd parties who'd carry this out bc we can't do it ourselves due to vested interests...could be stakeholders like cops in PALs or DARE, community outreach into schools (e.g., non-profits)

They did this before social media - as of Aug, the warning box will be mandatory; the educational materials for marketing?????

We need help carrying the flag: shared interests, Marguerite has a 15-yr-old and 17-yr old and prevention is bad, nobody's stopping it -

Barbara could convene her own focus group (18-yr old and 23-yr-old), working in middle school & they

We need signage, big info at POS, compliance issues - not being enforced - we need better internal communication....I need a team and other partners....

Barbara's interested in trade marketing education strategies rather than YP; there were 6-8 people and an agency that did a lot of the leg work in educating POS retailers, she's going to check on old campaigns and their effectiveness - has to be a marriage of sales' buy-in without feeling like we're stepping on their toes, some eggshell walking that needs to go on and now we're giving them something else to do - this needs to be done...they have to admit this needs to be done (internal public relations) We have additional requirements of retailers, that includes education.....

We need nuancing in how it's being distributed; there has to be marketing group that's in charge of our messaging - they had money to paid for what they needed and to get the bvest of the bvest; we'rein this together and the enemy's outside the door; so you get good work from people who want to be there...it was a premier job to have back in the day - people were so smart because we thought if you'[re going to smoke, you're going to smoke our brand - we've learned from our past, the big pandora's box is the social media aspect ----this worries

Incentives for retailers to comply w/regulations re: law ---- Can also email her w/random thoughts, she feels there's possibility for a role for her - value added role for YP!!!

Email for Barbara - 

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**Julie Henderson**

Juul Labs 560 20th Street, San Francisco, CA 94107

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