

The Zen Vaper



The PACT Act and
it's effect on the
US and global
market

Don Thompson

What happened?

Deeming Regs

EVALI

Law suit

Flavor Bans

PMTA

PACT Act

What did that mean to e-Liquid manufacturers?

Deeming Regs – no innovation

Evali / Lawsuit / Flavor Bans –

Misinformation that demonized vaping as targeting children

PMTA – many businesses close due to high cost

Pact Act – shipping impacted severely

US E-liquid Market

E-Liquid Makers/Brands Reduced

Pre EVALI/PMFTA/PACT Act: ~13,500 Different brands

Post EVALI/PMFTA/PACT Act: ~ 5-8% of companies left (est.)

Global Implications

International shipping severely restricted

FedEx, UPS & DHL no longer ship internationally as of 3/1/21

Examples

What are US manufacturers doing about it?

Resilient!

Cottage industries popping up!

Regional freight companies

Opportunities for motivated entrepreneurs

Other Global Implications

BIG tobacco is like big brother – it's everywhere

Well funded propaganda machines

Vape bans

Benefits of Vaping

Most successful smoking cessation modality

Failure of other cessation modalities

Zero deaths attributed directly to vaping

Vaping safer than smoking

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Thanks for your time!
Questions?

