



## JRILY Enterprises, LLC

DBA eJuiceMonkeys. ejmwholesale

August 7, 2020

To Our Valued Customers,

It is with heavy heart that *eJuiceMonkeys* of JRILY Enterprises, LLC announces that on September 9, 2020, we will no longer be selling e-liquids in the United States, and this category will be removed from the website.

As most of you know, the FDA requires all vapor product manufacturers to submit a PMTA by September 9, 2020 for each newly-deemed, unique product the manufacturer markets. The cost of submitting a single PMTA is estimated to be anywhere from \$300,000 to \$1,000,000, with no guarantee it will be approved.

Variations in size, strength, blend and flavor all constitute a unique and separate product. Because of the options we've offered, we previously registered each of our e-liquid flavors as 96 unique products to account for each variation. We later submitted an ingredient listing for each of those (we crashed the system more than once).

Though we have been fully compliant every step of this journey, we will not be submitting the PMTAs (Pre-Market Tobacco Applications) required to remain compliant. Preparing enough PMTAs to survive is not only cost-prohibitive for 98% of vapor product businesses, it is an extraordinarily complex, time-consuming undertaking, making success nearly impossible for all but the large corporations. Big tobacco manufacturers have the resources to prepare and to submit half a dozen PMTAs for the limited number of products they want to offer vapers (a relatively minor cost, that's recovered easily enough when you're the only players in town). We simply do not have the resources to accomplish this and survive.

But we're not alone. The vast majority of vape businesses are in the same position. In a decade businesses and groups have built an industry from nothing, changed lives, fought the good fight, stayed the course, and now prepare to turn a page. We consider ourselves in very good company.

This journey has been the experience of a lifetime, and while the near future looks bleak, we do believe we will come out on the right side of history. We are our customers. Our growth over the last ten years is due 100% to our loyal customers sharing their experience, and the shops that listened to them and trusted us enough to carry our brand. Your belief in us held us up and made us strong. Let's all stay strong.

Most Sincerely,  
The Entire *eJuiceMonkeys* Team  
JRILY\* Enterprises. LLC

*\*Just Remember I(we) Love You*