



FDA authorization of Juul e-cigarettes ‘very concerning’ for addiction, AAP leader says

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An AAP leader is expressing disappointment that the U.S. Food and Drug Administration (FDA) authorized Juul Labs to continue selling e-cigarette devices and cartridges after the agency attempted to ban the products three years ago.

According to media [reports](#) and an [announcement](#) from Juul, the FDA approved use of the company’s e-cigarette devices and refill cartridges. The cartridges come in tobacco and menthol flavors and in concentrations of 5% and 3%.

The AAP has long advocated for legislation to safeguard children from purchasing and using e-cigarettes, and has supported a ban on flavored tobacco. In 2020, the FDA banned the sale of flavored cartridge-based e-cigarettes but allowed menthol and tobacco cartridges.

In 2022, the FDA announced a ban on Juul’s tobacco and menthol flavored pods at nicotine concentrations of 5% and 3% but later rescinded the order to carry out further review.

“Any nicotine, especially in 3%-5% concentration, is highly addictive and dangerous for children and adolescents,” said Rachel Boykan, M.D., FAAP, chair of the AAP Section on Nicotine and Tobacco Prevention and Treatment. “We know that youth are attracted to flavors, including menthol. When the fruit and dessert flavors became less available with the first Juul regulations, menthol filled that void and became more popular. Since the vast majority of youth who initiate use of these products do so because of flavors,

this increased availability will only perpetuate the uptake of nicotine use and subsequent addiction that we are working so hard to stop.”

Approximately 1.63 million youths reported using e-cigarettes in 2024 down from 2.13 million in 2023, according to the most recent [National Youth Tobacco Survey](#) (NYTS).

“While the NYTS data were encouraging, given the highly concentrated nicotine in the products being used, this is very concerning for addiction,” Dr. Boykan said.

In 2023, the AAP released a [policy statement](#), [clinical report](#) and [technical report](#), each titled *Protecting Children and Adolescents from Tobacco and Nicotine*.

“Pediatricians should continue to discuss these products with their patients and families — starting early to try to prevent use in the first place,” said Dr. Boykan, a lead author of the policies. “For those who are using, pediatricians need to address (this) using the available evidence-based approaches.”

Earlier this year, the Supreme Court [ruled](#) in support of FDA’s refusal to authorize the sale of certain flavored e-cigarettes. The court ruled the FDA did not violate federal law when it denied an application from flavored nicotine liquid manufacturers Triton Distribution and Vapetasia.

Resources

- [AAP youth tobacco cessation app](#)
- [AAP tobacco prevention resources](#)
- [CDC information on youth tobacco use](#)
- [FDA’s The Real Cost tobacco prevention campaign](#)