

# TOBACCO OWNED COMPANIES

All the major tobacco companies and many smaller, independent companies are now in the e-cigarette business. When e-cigarettes first entered the U.S. market, they were sold primarily by independent companies via the Internet and in shopping malls at kiosks where those interested could sample the products (USDHHS, 2016, p.14).

Company	E-cigarette brand
Altria (NuMark)	MarkTen, Green Smoke, JUUL (33% in 2018)
Phillip Morris International	Heat-not-burn, IQOS brand (Vape Ranks 2014) E-cig, Nicolites by Nicocigs (Philip Morris International 2014), Blu
British American Tobacco	Vype, Vuse Vibe, Vuse Alto
R.J. Reynolds Tobacco Company (Reynolds Vapor Company)	VUSE
Lorillard Tobacco Company (Lorillard Vapor Company)	Blu (until 2015 when Phillip Morris purchased them)
Swisher	E-swisher
Japan Tobacco (JTI)	E-lites offered in United Kingdom by Zandera Ltd., which was acquired by Japan Tobacco Inc. In 2014. Ploom and PAX (used for vaporizing marijuana)

Source: USDHHS, 2016, p.15)



Source: British American Tobacco (2019)



Source: Phillip Morris International (2019)

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## Local Tobacco Vaping Advertising



Source: Cody Orchard