

**Vinny Testimony  
Good Afternoon,**

**My Name is Vinny, I have been a part of the Paradox team since day one. I have secured the title of manager over the almost 10 years we have been in business. I was 24 years old when we opened and had already been smoking for a number of years. Being an adult and having the privilege to choose a healthier alternative, I began using flavored nicotine products and eventually quit smoking. Once I had a handle on it, I began guiding other adults in the same journey. Vaping may not be “healthy” for you, however, I anecdotally tell customers, “anything is better than literally lighting something on fire and inhaling it.”**

**It cannot go unnoticed that we are seeing a massive uptick in the “harm reduction” mentality within every generation. Similar to alcohol, cannabis, and food, a growing number of industries are responding to this rising mindset.**

**Market researchers say that the younger generations are preemptively leading the revolution in choosing to pursue a more safe and healthy lifestyle.**

**Included in this trend are nicotine products (especially vaping).**

**Youth access to nicotine has and always will be an issue. But if youth demand for e-cigarettes is steadily declining year-over-year, why are we rushing headlong into a blanket ban that not only affects adults the most, but tax paying businesses across the entire state?**

**If youth nicotine use were to continue to fall, (1-2%) within a year, would the state take credit for an existing downward trajectory, on the backs of all the small business owners who will be crushed by this bill? This seems like a shortsighted, knee-jerk approach to a problem that’s already working itself out.**

**Adults and teens alike are steadily walking away from nicotine use, or switching to safer alternatives bare minimum. If people want nicotine, flavor options are merely a perk, not an insurmountable hurdle that will dissuade existing users from consuming “Tobacco” flavored products.**

**We as an industry have shelved a lot of the misguided marketing approaches, either organically or via updated regulations. Speaking on behalf of Paradox, we have always shunned and blatantly refused to buy products that are too candy-esque, overly bright and flashy, etc. There has been an undeniable effort by the industry (as a whole) to strive for more adult oriented, professional packaging. As the tax revenue implies, we are obviously willing to comply with reasonable regulations that result in better business practices and appearances, as long as it’s done cooperatively, and not out of malice (like this bill). If the ultimate mutual goal is to keep nicotine out of youth’s hands (and harm reduction), let’s discuss how to actually curb this, and help pave the way, while continuing to educate the youth on the dangers of traditional combustible nicotine products.**

**As seen in multiple states with current flavor ban laws, those that do, have had a significant rise in conventional combustible nicotine sales. If this is what the underlying motive truthfully is, then go ahead and vote yes on Senate Bill 702.**

**If this bill passes, we will lose over fifty percent of our business. We ONLY sale to adults twenty one and over. Those adults depend on flavored nicotine products to maintain their abstinence from deadly combustible nicotine products.**