

Japan Tobacco Logic Vaping Devices

A comparison of Japan Tobacco's marketing of its Logic vaping products in Canada and elsewhere, based on web-sites accessed January 2020.

This data sheet is intended to provide a snapshot of Logic devices, flavours and strengths available for sale in January 2020.

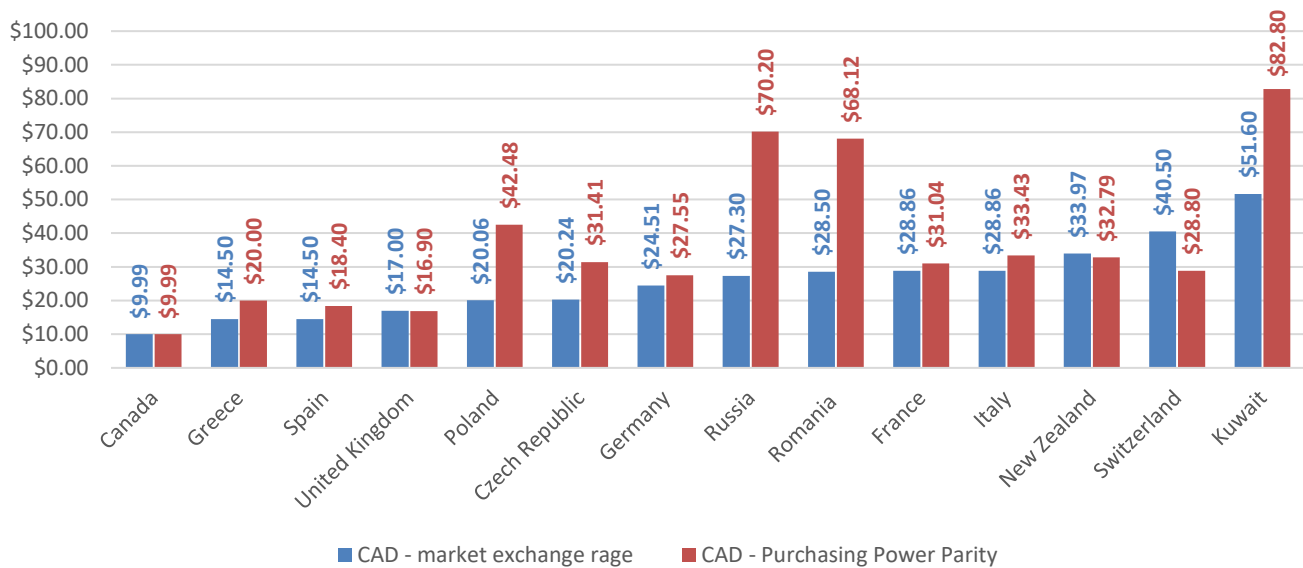
International web-marketing of Logic vaping products

In the autumn of 2019, Japan Tobacco reported to shareholders that it sold its Logic brand vaping devices in 17 markets.¹ In all but one of these markets, web-sites managed by JTI were identified and on 12 of these web-sites, Japan Tobacco sold directly to consumers. Since February 2019, Japan Tobacco has marketed one vaping device in Canada, the Logic Compact.² The same product is offered for sale in several different countries, some of which also sell other Logic vaping devices manufactured and distributed by Japan Tobacco.

A survey of the web-sites conducted in January 2020 noted the availability and price of each of the Logic-branded vaping products, including flavours and nicotine concentrations. Access to some of the web-sites was not possible, as noted below.

- The Logic products and their advertised prices in local currency are noted in **Table 1**.
- **Table 2** provides the URL of each of Japan Tobacco's Logic web-sites
- **Figure 1** shows the equivalent prices for the Logic Compact, stated in Canadian dollars using market exchange rates and using Purchasing Power Parity measures.
- **Figure 2** shows the nicotine concentrations of the cartridges sold for ePen 3 and ePod.
- **Table 3** shows the nicotine concentrations and flavours sold for each device.

Figure 1: Prices for Logic Compact starter kits, stated in equivalent Canadian dollars (standard exchange rate) and stated in Canadian dollars using purchasing power parity (PPP).³



1 Japan Tobacco. Third Quarter Results, 2019
https://www.jti.com/investors/results/forecast/pdf/2019/Third_Quarter/20191031_07.pdf

2 Press release. JTI shakes up Canada's vape market
<https://www.newswire.ca/news-releases/jti-shakes-up-canada-s-vape-market-862015235.html>

3 The PPP estimates were built using latest PPP estimates from the World Bank (2018).

Table 1: Availability and Price of Logic vaping systems – local currency



	Currency	Logic Compact	Logic Pro	Logic LQD	Logic Curv / Power	Logic Original	Logic Vapeleaf
Canada	CAD	9.99* 19.99 **	x	x	x	x	x
Czech Republic	Koruna	349	x	x	x	x	x
France	EURO	19.90	24.90	24.90	x	x	x
Germany	EURO	16.90	17.90	x	x	x	x
Ireland	EURO	Not stated	Not stated	Not Stated	Not stated		
Greece	EURO	10	24.90	19.90			
Iceland	Krona	not stated	x	x	x	x	x
Italy	EURO	19.90	x	x	x	x	x
Kuwait	Dinar	12	x	x	x	x	x
Netherlands	EURO	not stated	x	x	x	x	x
New Zealand	NZD	39.90	x	x	x	x	x
Poland	PLN	59	x	x	x	x	x
Romania	LEI	95	x	x	x	x	x
Russia	RUB	1 300	Coming soon	x	x	x	x
Spain	EURO	10	x	x	x	x	x
Switzerland	CHF	30	30	x	x	x	x
United Kingdom	GBP	10.00	14.99	19.99	6.99	6.49	
United States	USD	x	24.99	x	10.99		14.99

Table 2: List of web-sites and information available on them on them:

Country	Website managed by Japan Tobacco	Direct sales from web-site	Price taken from
Canada	logicvapes.ca	No	Circle K Convenience* and Web-site RSP**
Czech Republic	logicvapes.cz	Yes	Logic website
France	logicvapes.fr	Yes	Logic website
Germany	logicvapes.de	Yes	Logic website
Greece	logicvapes.gr	Yes	Logic website
Iceland	Logicvapes.is	No	
Ireland	logicvapes.ie	Website under construction	
Israel	Not found	unknown	
Italy	logicvapes.it/sigarette-elettroniche/compact	Yes	Logic website
Kuwait	logicvapes.com.kw	Yes	Logic website
Netherlands	logicvapes.nl	No	
New Zealand	Logicvapes.nz	Website under construction	vapemerchant.nz
Poland	logicvapes.pl	No	Newseria.pl
Romania	logicvapes.ro	Yes	Logic website
Russia	Logicvapes.ru	Yes	
Spain	Logicvapes.es	No	Logic website RSP
Switzerland	logicvapes.ch	Yes	Logic website
United Kingdom	logicvapes.co.uk	Yes	Logic website
United States	www.logicvapes.us	Yes	Logic website

Figure 2: Number of flavoured cartridges options offered by Japan Tobacco its Logic Compact vaping device, by nicotine concentration (mg/ml)

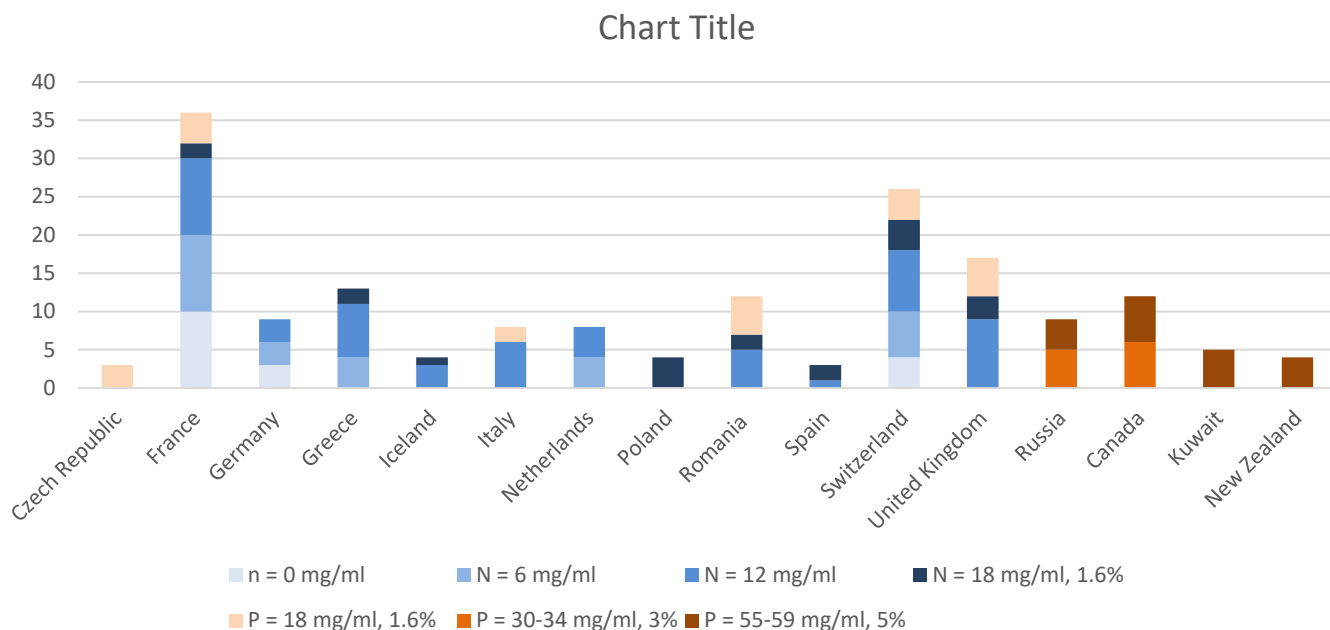


Table 3. Flavours and strengths of liquids listed for sale on Japan Tobacco’s Logic web-sites. January 2020

● = 0 mg; ● = 6 mg ● = 12 mg; ● = 18 mg/1.7% ; ● = 30 mg or 2.9-3%;
 ● = 3 mg; ● = 15 mg/1.5% (●+ = 20 mg); ● = 5%, 57-59 mg/ml

	Czech Republic	France	Germany	Greece	Iceland	Italy	Netherlands	Poland	Romania	Spain	Switzerland	United Kingdom	Russia	Canada	United States	Kuwait	New Zealand
Logic compact – non protenated – # of flavours		10	3	7	3	6	4	5	5	3	9	9	0	0	0	0	0
Tobacco Flavoured																	
• Tobacco / Regular /US Classic		●●●●●	●●●●	●●●●●	●●	●	●●	●	●	●	●●●●●	●●					
• Burley tobacco				●●●●													
• Caramel Tobacco												●●					
• Toasted Tobacco									●								
Mint Flavoured																	
• Menthol/Menthe Fraiche		●●●●●	●●●●	●	●	●	●●	●	●	●	●●●●●	●●					
• Berry Mint/Fruit rouge – menthe		●●●●		●●	●	●	●●		●	●	●●●●	●					
• Menthe Givré		●●●●															
Fruit Flavoured																	
• Strawberry / Fraise		●●●●		●			●●		●		●●	●					
• Strawberry Cream / Fraise Melba		●●●●				●					●●●●						
• Cherry / Cerise		●●●●	●●●●	●					●		●	●					
• Cantaloupe Melon												●					
• Berry Crumble												●					
• Wild blueberry												●					
• Melon						●											
• Apple/Pomme		●●●●									●						
• Mixed berries /Fruits de bois / Fresh Berry		●●●●						●			●●●●						
Other Flavours																	
• Chai /Winter tea /Tea Masala						●											
• Nutty Cream				●●					●								
• Tropical								●									
• Banane Caramel		●●●●									●						
Logic Compact – protonated (salts)- # of flavours	3	4				18			5		4	5	5	6	0	5	59
Tobacco Flavoured																	
• Amber Tobacco												●		●●			
• Tobacco / Classic	●					●			●				●●	●●		●	●
• US Blond		●									●						
Mint Flavoured																	
Peppermint												●					

	Czech Republic	France	Germany	Greece	Iceland	Italy	Netherlands	Poland	Romania	Spain	Switzerland	United Kingdom	Russia	Canada	United States	Kuwait	New Zealand
• Menthol	●					●			●		●			●●		●	●
• Menthe vert		●									●						
• Mint Breeze													●●				
Fruit Flavoured																	
Berry Ripple												●					
• Mixed Berries /Fruits de bois	●	●							●		●					●	
• Fresh Berries													●●	●●			●
• Banana																●	
Other Flavoured																	
• Banoffee												●					
• Chai Latte / Chai /Tea Masala									●			●	●	●●		●	
• Caramel Banana		●							●		●						
• Tropical /Tropical Mousse													●●	●●			●
Logic Pro																	
# of flavours		14	4	8	0	0	0	0	0	0	5	8	7	0	6	0	0
Tobacco Flavoured																	
Tobacco / US Classic		●●●●	●●	●●●●							●	●●●●	●●		●+		
US Gold/Gold Tobacco		●●●●		●●													
US California		●●															
Toasted tobacco																●	
Mint Flavoured																	
Menthol / Menthe Fraiche		●●●●	●●	●							●	●●●●	●		●+		
Menthe glaciale		●●															
Berry Mint / Fruits rouges menthe		●●		●●							●	●●			●		
Poire menthe		●●															
Citron Menthe		●●															
Fruit Flavoured																	
• Cherry / Cerise		●●	●●	●							●	●●●	●		●		
• Fruits de bois		●●											●				
• Strawberry / Fraise		●●		●●								●●	●		●		
• Blueberry												●●					
• Watermelon / Pastèque		●●	●●	●●								●●	●				
Other Flavoured																	
• Vanilla / Vanille		●●		●●							●	●●	●				
• Thes d'orient		●●															
Logic LQD																	
# of flavours		14	0	5	0	0	0	0	0	0	0	10	0	0	0	0	0
Tobacco Flavoured																	
• Tobacco / US Classic		●●●●●●		●								●●●●					
• US Gold		●●															
• US Virginia		●●															

	Czech Republic	France	Germany	Greece	Iceland	Italy	Netherlands	Poland	Romania	Spain	Switzerland	United Kingdom	Russia	Canada	United States	Kuwait	New Zealand
Mint Flavoured																	
• Menthol				●								● ● ●					
• Menthe Fraiche		● ● ● ●															
• Menthe glaciale		● ● ● ●															
• Poire Menthe		● ●															
• Citron Menthe		● ●		●													
• Berry Mint/ Fruits rouge menthe		● ●										● ● ●					
• Pear Mint		● ●										● ●					
Fruit Flavoured																	
Cherry / Cerise		● ● ●		●								● ● ●					
Strawberry / Fraise		● ● ● ●										● ● ●					
Forest Fruits												● ●					
Blueberry												● ●					
Myrtille		●															
Pasteque		●															
Other Flavoured																	
Chai Latte / Thes d'orient		● ●										● ●					
Vanilla		● ● ●		●								● ●					
Logic Curv LQD		0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
Tobacco												●					
Menthol												●					
Cherry																	
Logic Original		0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
Tobacco												●					
Menthol												●					
Vapeleaf		0	0	0	0	0	0	0	0	0	0		0	0	3	0	0
Regular															✓		
Menthol Green															✓		
Menthol Purple															✓		

Note: In Poland, “aroma of forest fruit” is labelled “Purple”; “tropical fruit aroma” is labelled “Yellow”; “winter tea” aroma is labelled “beige”. This code is provided on the web-site: <https://logicvapes.pl/pod>