

Fontem/Imperial Brands marketing of Blu

A comparison of Fontem Ventures/Imperial Brands marketing of the *myblu* and other vaping devices in Canada and elsewhere, based on web-sites accessed January 2020.

This data sheet is intended to provide a snapshot of the market availability of blu and *myblu* vaping devices in January 2020.

International web-marketing of Blu vaping products

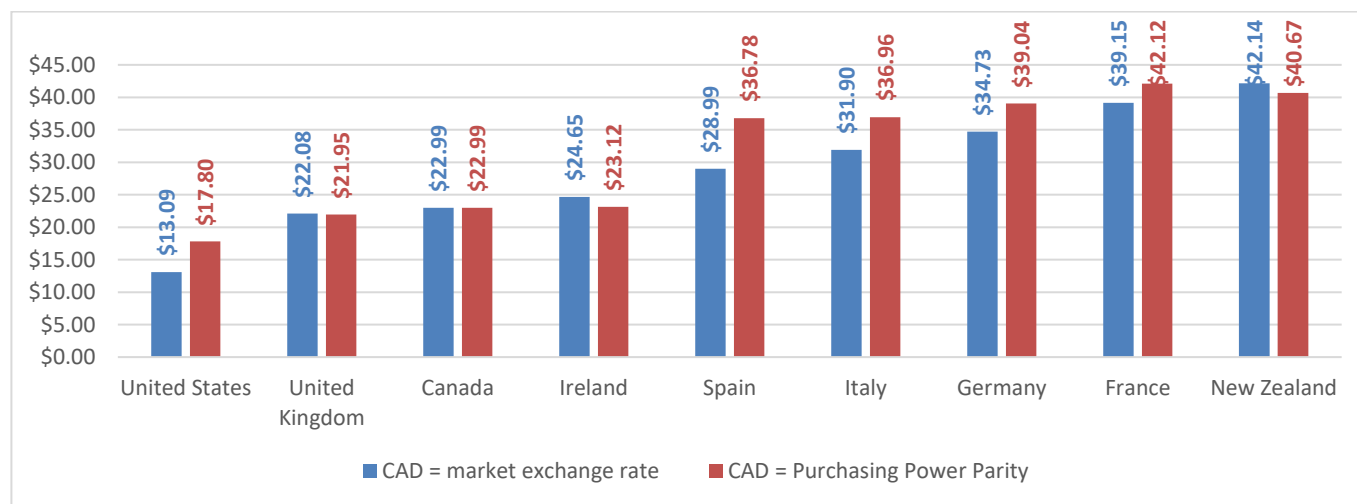
The Blu e-cigarette was first marketed in 2009 by entrepreneur Jason Healy, who sold the enterprise to the Lorillard Tobacco Company in 2012. In Imperial Brands UK acquired the product following the acquisition of Lorillard by RJ Reynolds.¹ Blu devices and liquids are now sold by Fontem Ventures, a wholly-owned subsidiary of Imperial Brands.

The *myblu* e-cigarette was introduced to Canada in the fall of 2018, and was made available across the country in 2019.² Imperial Brands is not related to Imperial Tobacco Canada, which is a subsidiary of the rival British American Tobacco.

Myblu and other blu branded devices are offered for sale in several other countries. Imperial Brands/Fontem Ventures maintain an official web-site for its blu brands in 18 countries, including Canada. A survey of these web-sites conducted in January 2020 noted the availability and price of each of the blu-branded products, including flavours and nicotine concentrations.

- The blu products and their advertised prices in local currency are noted in **Table 1**.
- **Table 2** provides the URL of each web-site
- **Figure 1** shows the equivalent prices for the *myblu* starter kit.
- **Figure 2** shows the number of nicotine concentrations flavour options identified in each country.
- **Table 3** shows the nicotine concentrations and flavours sold for each device.

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



1 Imperial Brands. Our History. <https://www.imperialbrandsplc.com/about-us/our-history.html>

2 Fontem Ventures. Press Release. Fontem Ventures supports Canada's approach to promotional statements on vaping products ahead of blu launch. September 2018. <http://www.fontemventures.com/news/fontem-ventures-supports-canadas-approach-to-promotional-statements-on-vaping-products-ahead-of-blu-launch/>

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

**Table 1: Availability and prices of BLU vaping devices and liquids – local currency
(Prices as stated on the blu web-site, unless indicated otherwise)**



	currency	myblu starter kit	myblu device	myblu cartridge x 2	Blu ACE	Blu Pro	liquids	Blu Plus	Blu disposable
Belgium	EURO	Not stated	Not stated	Not stated	x	x	x	x	x
Canada	CAD	\$22.99*	Not stated	12.99	x	x	x	x	x
Colombia	Peso	Not stated	Not stated	Not stated	x	x	x	x	x
Czech	KC	Not stated	Not stated	169	x	x	x	x	x
France	EURO	27	20	7	38	24.99	4.99	x	x
Germany	EURO	23.95	19.95	6.95	x	x	x	x	x
Greece	EURO	Not stated	Not stated	5	x	x	x	x	x
Ireland	EURO	17**	10**	7	x	x	x	x	x
Italy	EURO	22	Not stated	8€	34.90	x	5	x	x
Japan	JPY	x	2750	937	x	x	x	x	x
Middle East	AED	x	100	50	x	x	x	x	x
Netherlands	EURO	Not stated n	Not stated	Not stated	x	x	x	x	x
New Zealand	NZD	49	39.99	18.99	x	x	x	x	x
Peru	Sol	x	45	32	x	x	x	x	x
Russia	Rub	x	999**	330	x	x	x	x	x
Spain	EURO	19.99	Not stated	7.99	x	x	x	x	x
United Kingdom	GBP	12.99 – 17.99**	9.99	5.99	24.99	17.99	3.99		
United States	USD	9.99						11.99	7.99

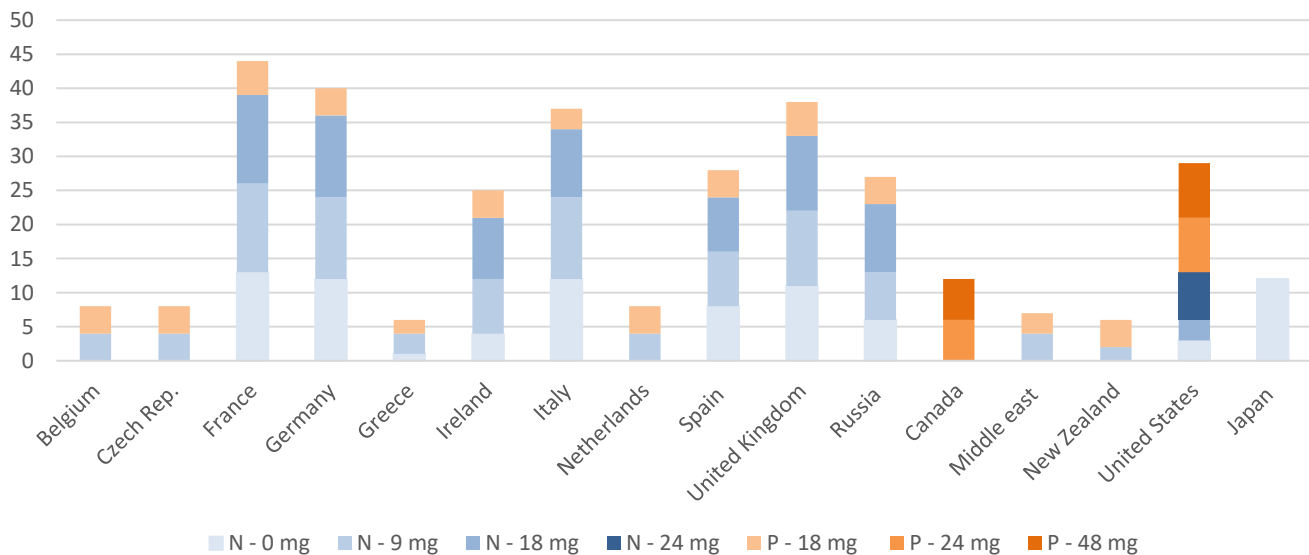
* The Canadian price is not provided on the web-site, but was taken from an on-line store.

** In Ireland the starter kit was indicated as marked down from 27 €, and the device was shown to be marked down from 20 €. In Russia, the device was shown as marked down from 1,549 R, in the United Kingdom, the starter kit with nicotine salts was priced higher. .

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

Country	Web-site	Nicotine salts sold	Sales on website	Product images on site	Promotions
Belgium	https://www.blu.com/nl/BE	yes	No	no	
Canada	https://www.blu.com/en/CA	yes	No	yes	
Czech republic	https://www.blu.com/cs/CZ	yes	no		
Colombia	https://www.blu.com/es/CO		Web-site under construction		
France	https://www.blu.com/fr/FR/	yes	Yes	Yes	
Germany	https://www.blu.com/de/	yes	Yes	Yes	
Greece	https://www.blu.com/el/GR	yes	“will soon be available”	Yes	
Ireland	https://www.blu.com/en/IE	yes	Yes	Yes	
Italy	https://www.blu.com/it/IT/				
Japan	https://www.blu.com/ja/JP	no	Yes	yes	New buyer promotion
Miccle East	https://www.blu.com/en/ME	yes	yes		
Netherlands	https://www.blu.com/nl/NL	yes	no	no	
New Zealand	https://www.blu.com/en/NZ/	yes	yes	yes	Premium vape
Peru	https://www.blu.com/es/PE	no	yes	yes	
Russia	https://www.blu.com/ru/RU?countryselect=true	yes	yes	yes	
Spain	https://www.blu.com/es/es/	yes	yes	yes	
United Kingdom	https://www.blu.com/en/GB	yes	yes	yes	
United States	https://www.blu.com/en/US/	yes	yes	Yes	“Last Chance sale on flavours” ⁴

Figure 2: Number of flavoured cartridges options offered by Imperial Brands/Fontem Ventures the myblu device, nicotine concentration (mg/ml) and whether protonated (P) by use of nicotine salts or non-protonated (N)



4 On January 2, 2020, the U.S. Food and Drug Authority announced that flavorings other than tobacco and menthol would not be permitted in cartridge-based e-cigarettes after 30 days. <https://www.fda.gov/news-events/press-announcements/fda-finalizes-enforcement-policy-unauthorized-flavored-cartridge-based-e-cigarettes-appeal-children>

Table 3. Flavours and strengths of liquids listed for sale on Blu web-sites. January 2020⁵

Device and Flavour	Protonated	Belgium	Czech Rep.	France	Germany	Greece	Ireland	Italy	Netherlands	Peru	Russia	Spain	United Kingdom	Canada	Middle east	New Zealand	United States	Japan	
Myblu capsules																			
American Blend - Mélange Américain	P	G		G					G										
Tobacco - Tobacco Roasted Blend	P	G	G		G	G	G	G	G		G		G	HI+	G			HI+	
Intense classic - Intense classique	P			G								G	G			G			
Intense Menthol	P	G	G	G	G		G	G	G		G	G	G	HI+	G	G			
Intense blueberry - Intense Myrtille	P	G	G	G	G		G		G		G	G	G		G	G			
Intense Strawberry Mint - Intense Fraise menthe	P		G	G	G	G	G	G			G	G	G			G			
Neon dream	P																	HI+	
Fresh Mint	P																	HI+	
Melon Time	P													HI+				HI+	
Citra Zing	P																	HI+	
Tobacco Chill	P																	HI+	
Honeymoon Intense	P													HI+				HI+	
Mintsation	P																	HI+	
Cool Tea	P													HI+					
Orchard (apple)	P													HI+					
Tobacco - Tobacco Roasted – Classic	N	D	D	ADG	ADG	D	DG	AD	D	z	G	ADG	ADG		D			FH	A
Tobacco Crème	N						D			z			ADG						
Tobacco Vanilla	N				ADG	D		ADG			ADG				D				A
Menthol	N	D	D	ADG	ADG		ADG	AD	D	Z	ADG	ADG	ADG					AFH	A
Strong Menthol	N																		A
Green Apple --Pomme Verte - Manzana	N	D	D	ADG	ADG		ADG	ADG	D	Z	ADG	ADG			D	D		EG+	A
Mango apricot - Mangue abricot	N			ADG	ADG		DG	ADG			ADG		ADG					EG+	A
Mango	N									Z		ADG							
Myrtille glacée	N			ADG															
Cherry - Cherry Crush - Cérise gourmande	N			ADG	ADG		ADG	ADG		Z	ADG	ADG	ADG					AFH	A

⁵ Key for nicotine concentration

A = 0 mg
B = 3 mg
C = 6 mg

D = 9 mg
E = 12 mg, 1%
F = 15 mg

G = 18 mg, 1.6%
G+, 2%
H = 24 mg, 2.4%

I = 34 mg, 3%
I+ = 3.5-4.5%
J = 57 mg, 5%

Z = strength not indicated on web-site

Device and Flavour	Protonated	Belgium	Czech Rep.	France	Germany	Greece	Ireland	Italy	Netherlands	Peru	Russia	Spain	United Kingdom	Canada	Middle east	New Zealand	United States	Japan
Bourbon Caramel	N			ADG	ADG			ADG					ADG					
Eucalyptus Lemon - Citron Eucalyptus	N			ADG	ADG		G	ADG		Z	DG		ADG					
Ginseng Ginger - Gingembre Ginseng	N			ADG	ADG		G	ADG			G	ADG	ADG					
Café Latté	N			ADG	ADG		DG	ADG		z	G	ADG	ADG			D		A
Crème classique	N			ADG														
Mélange américain	N			ADG														
Blu Polar Blu Ice	N	D	D		ADG	AD		ADG	D			ADG	ADG		D			
- Coconut Breeze – noix de coco	N			ADG	ADG			ADG					ADG					
Mint Chill – Ice Mint	N						ADG				ADG							A
Gold Leaf	N																AFH	
Polar Mint	N																FH	
Blueberry	N																FH	
Vanilla	N																FH	
Carolina Bold	N																G+	
Suizu lemon	N																	A
Ice Berry	N																	A
Pineapple	N																	A
Myblu liquid																		
Menthol	N			A				ADG					ADG					
Tobacco Roasted Blend – Classique	N			DG				ADG					ADG					
Menthe chocolat	N			D				AD					AD					
Green Apple - Pomme verte	N			AD				AD										
Blueberry - Myrtille	N			AD									ADG					
Cherry - Blu cerise	N			A									AD					
Caramel Café - Café caramel	N			DG				ADG					ADG					
Vanilla cream - Crème vanille	N			AD									AD					
Peche passion	N			AD									AD					
Fruits exotiques	N			AD														
Red fruits - Fruits rouges	N			AD				A										
Vanilla Temptation	N							AD										
Polar Mint – Menthe glaciale	N			ADG				ADG					ADG					
Tropic	N												AD					
Strawberry mint	N												AD					
Berry swirl	N												AD					

Device and Flavour	Protonated	Belgium	Czech Rep.	France	Germany	Greece	Ireland	Italy	Netherlands	Peru	Russia	Spain	United Kingdom	Canada	Middle east	New Zealand	United States	Japan
Blu disposable																		
Vivid Vanilla	N																H I+	
Cherry	N																H	
Classic Tobacco	N																H	
Menthol	N																H	
Polar Mint	N																H	
Carolina Bold	N																H I+	
Blu plus																		
Polar Mint	N																FH	
Gold Leaf	N																AFH	
Magnificent Menthol	N																AFH	
Vivid Vanilla	N																FH	
Carolina Bold	N																G+	
Classic Tobacco	N																FH	
Blueberry	N																H	
Cherry Crush	N																AFH	
Mint Chnocolate	N																FH	
Strawberry Mint	N																FH	
Pina Colada	N																AFH	