

ROB BONTA
Attorney General

State of California
DEPARTMENT OF JUSTICE



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November 12, 2024

Zhengliang Guo
Manager
Shenzhen Uwell Technology Co., Ltd. d/b/a DTD Distribution Inc.
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United States
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SHENZHEN UWELL TECHNOLOGY CO., LTD.
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SHENZHEN, GUANGDONG, 518000
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service@myuwell.com

RE: California Flavor Ban, Health & Safety Code § 104559.5
Notice of Determination 24-11-A6-1

Dear Mr. Guo:

Since December 21, 2022, California has restricted retailer possession, distribution, and sale of flavored tobacco products. *See* Cal. Health & Saf. § 104559.5. This California “flavor ban” law establishes a rebuttable presumption that a tobacco product is flavored where its manufacturer “has made a statement or claim directed to consumers or to the public that the tobacco product has or produces a characterizing flavor, including, but not limited to, text, color, images, or all, on the product’s labeling or packaging that are used to explicitly or implicitly communicate that the tobacco product has a characterizing flavor.” *Id.* at § 104559.5(b)(2).

This letter is to advise you that the Tobacco Unit of the California Department of Justice has reviewed referred packaging and promotional materials for the product(s) below and determined that they are presumptively **FLAVORED** under the California flavor ban law. *Id.*

Determination Number	Reviewed Product(s)	UPC(s)	Determination
24-11-A6-1	Uwell Caliburn Bar S18000 Clear	Various	FLAVORED
24-11-A6-2	Uwell Viscore C30000 Clear	Various	FLAVORED
24-11-A6-3	Uwell Prime BG12000 Clear	Various	FLAVORED

We specifically conclude:

- (1) Images on your website of the Reviewed Products(s) contain images of mint leaves, communicating that the Reviewed Product(s) are mint flavored. *See* TAB A.

The California flavor ban law restricts the retail distribution and sale of flavored tobacco products to California consumers. Under the California flavor ban law, retailers and their agents are subject to fines for the possession and sale of such flavored tobacco products. *See* Cal. Health & Saf. § 104559.5(f). Other state statutes and local ordinances may impose additional penalties on retailers or other vendors as well. *Id.* at § 104559.5(g); *see also* Cal. Bus. & Prof. § 17200. To encourage uniform application of the California flavor ban law, this Notice of Determination will be posted on the California Department of Justice's public website.

You are encouraged to provide a copy to your California distributor and retailer customers as well.

If you believe these determinations or conclusions are in error, or if you believe any Reviewed Product(s) is properly classified as UNFLAVORED, we encourage you to submit a response with any supporting materials to the mailing or email address below on or before December 12, 2024, identifying the Notice of Determination number in your response. The Tobacco Unit will review any such submission and may, in its discretion, update, modify, or rescind this determination in response. In such case, an updated Notice of Determination will be issued.

Flavor Determination [Determination Number(s)]

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Tobacco@doj.ca.gov**

<https://oag.ca.gov/tobacco/contact>

Sincerely,

/s/ Taylor Ann Whittemore


TAYLOR ANN WHITTEMORE
Deputy Attorney General

For **ROB BONTA**
Attorney General

TAB A – WEBSITE IMAGES

REVIEWED PRODUCT(S)

Uwell, Uwell Caliburn Bar S18000
<<https://www.uwellpps.com/products/caliburn-bar-s18000>> (as of Nov. 6, 2024)

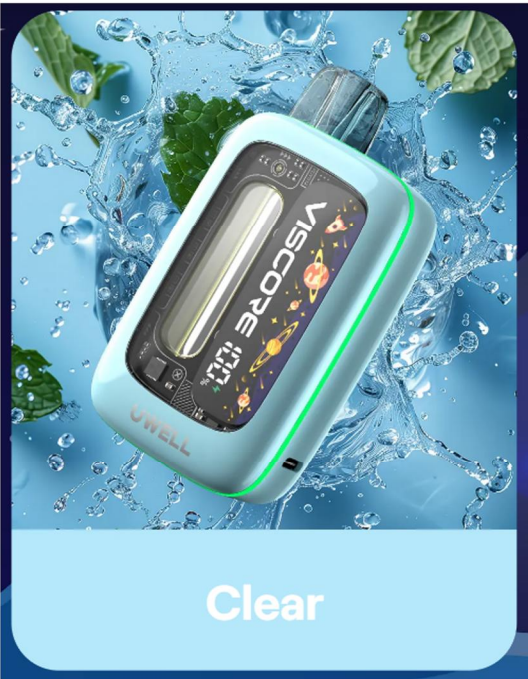


The image shows a clear, rectangular Uwell Caliburn Bar S18000 e-cigarette. The device has a digital display on the front showing '100%' and '10:10'. The word 'CALIBURN' is printed on the device. The background is a vibrant teal color with water splashes and green mint leaves. The entire image is framed by a dark blue border with a futuristic, metallic look. The word 'CLEAR' is written in white capital letters at the bottom center of the frame.

CLEAR

REVIEWED PRODUCT(S)

Uwell, Viscore C30000
<<https://www.uwellpps.com/products/viscore-c30000>> (as of Nov. 6, 2024)



The image shows a clear, rectangular Uwell Viscore C30000 e-cigarette. The device has a digital display on the front showing '100%' and '10:10'. The word 'VISCORE' is printed on the device. The background is a vibrant blue color with water splashes and green mint leaves. The entire image is framed by a dark blue border with a futuristic, metallic look. The word 'Clear' is written in white capital letters at the bottom center of the frame.

Clear

REVIEWED PRODUCT(S)

Uwell, Boost to the Max, Uwell Prime
BG12000
<<https://www.uwellpps.com/products/uwell-prime-bg12000>> (as of Nov. 6,
2024)

