

MINUTES OF THE TOBACCO MASTER SETTLEMENT AGREEMENT COMPLIANCE ADVISORY BOARD MEETING

March 20, 2024

The eighty-sixth meeting of the Tobacco Master Settlement Agreement Compliance Advisory Board was convened on March 20, 2024 by video call.

The meeting was attended by:

Michael Plumley–Attorney General’s Office
Jackie Hodges-Kentucky Tobacco Control Program
Tod Griffin-Retail Federation
Steve Cambron-Synar Program
Brian Murphy-Agriculture

I. Meeting was called to Order by Michael Plumley.

II. Minutes were adopted from previous meeting.

III. Old Business

A. Federal Actions

- 1) FDA issued complaints for civil money penalties (CMPs) against 21 retailers for the illegal sale of Esko Bar e-cigarettes, an unauthorized brand.
- 2) FDA issued warning letters to nineteen online retailers for selling Elf Bar and other unauthorized e-cigarette products.

B. Kentucky/Synar

- 1) Synar update: Waiver of penalties extended to 2026.
- 2) MSA payment: \$107 million.
- 3) NPM Agreement: Extended to 2024 sales.
- 4) HB 11: requires listing of authorized ends products by ABC and fines for violations.

IV. New Business

- 1) Truth: “How Popular are Nicotine Pouches?”: <https://truthinitiative.org/research-resources/tobacco-industry-marketing/how-popular-are-oral-nicotine-pouches-and-lozenges>
- 2) Singer E-cigs: <https://www.etsy.com/listing/1478444125/taylor-swift-lipstick-taylor-swift>

V. Meeting adjourned.

Next meeting tentatively scheduled for June 26, 2024.