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PRESS RELEASE

IMMEDIATE RELEASE
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CITY ATTORNEY'S OFFICE CRACKS DOWN ON ILLEGAL MARKETING OF VAPES

Settlement Includes \$100,000 Penalty and Three-Year Injunction Prohibiting Sale of Flavored Tobacco Products

SAN DIEGO – The City Attorney's Office has reached a settlement in its civil enforcement action under the Unfair Competition Law (UCL) against Vapor Authority Inc. (Vapor Authority) for unlawfully selling flavored tobacco products. This action was brought by the San Diego City Attorney's Office on behalf of the People of the State of California.

The lawsuit, filed in 2024, aimed to address public health concerns related to youth e-cigarette use, which is driven in part by the availability of flavored tobacco products. The complaint alleged that Vapor Authority continued selling flavored tobacco products in violation of state and local bans, from December 21, 2022, the effective date of the statewide ban, through at least November 21, 2024, the date the complaint was filed.

As part of the settlement, Vapor Authority has agreed to pay a \$100,000 penalty and comply with a three-year injunction prohibiting the sale of flavored tobacco products. The settlement also includes measures to ensure compliance with California Health and Safety Code 104559.5, which bans the retail sale of flavored tobacco products statewide, and San Diego Municipal Code 42.1603, which prohibits the sale of such products within the City of San Diego.

"E-cigarette use among youth remains a serious public health and safety concern," said **City Attorney Heather Ferbert**. "Nicotine is highly addictive, and flavored products are intentionally marketed to appeal to young users. This settlement reflects our commitment to holding businesses accountable and protecting young people from harmful, illegal products."

Ferbert added, "We will continue to safeguard the health of our community, especially our youth and take action against those who put profits over people."

The Affirmative Civil Enforcement (ACE) Unit of the City Attorney's Office pursues public interest actions on behalf of the People of the State of California.

For more information, please refer to the [stipulated judgment](#) and the [Complaint](#).

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