



E-Cigarettes & WI Wins Compliance Checks

- E-cigarettes come in many forms – disposable, rechargeable and vape pens, to name a few.

What to Purchase

- Attempt to purchase **disposable e-cigarettes** from convenience/grocery/discount stores (e.g. Kwik Trip, Walgreens, Walmart).
- Attempt to purchase candy flavored **e-liquid or e-juice** for refillable e-cigarette/vape pen from a vape shop.

Here are a few examples of **DISPOSABLE E-CIGARETTES**:



Here are a few examples of **E-LIQUID/JUICE**:



Where to Find the Products in the Store

- Some stores may keep **DISPOSABLE E-CIGARETTES** behind the counter (e.g. Walgreens) and some have them at the checkout stand, often next to candy (examples below). This is a similar situation to when you purchase cigarettes, smokeless tobacco or cigarillos.



- Vape shops often have large displays of **E-LIQUID/JUICE**. Look for displays on the counter or ones you can access yourself. If they are all kept behind the counter, you may need to ask for assistance at these locations. You'll be asking for a bottle of e-juice in a candy or fruity flavor (i.e. gummy bear or watermelon).



All Purchased Products Must Contain Nicotine

- The disposable brands shown in this guide all have nicotine.
- The e-juice/e-liquid comes in a small vial or bottle and often come in different levels of nicotine (listed in milligrams/mg).
- The amount of nicotine is often listed on the label.



How Much to Spend

- Disposable e-cigarettes cost around \$7-9.00 each.
- E-juice/e-liquid cost around \$6-8.00/10 ML bottle.

Be Prepared

- Go into the store knowing exactly what you want.
- If asked to sample the products, simply say "No thanks, I just want to purchase it."
- Remember to be honest at all times. Don't make up a story about how you've already tried the product. Just ask for the product and attempt to purchase.
- Do not open the bottle of e-juice or package of disposable e-cigarettes.
- Give the purchased product to the adult right away after returning to the car.