

# EXHIBIT 10

### 30-Second Video Script

If you purchased a JUUL Product, such as a JUUL device or JUUL pods you may be eligible to receive a settlement payment from a class action settlement with JUUL. There is also ongoing litigation against Altria that could affect your rights. The settlement provides for \$255 million dollars to be distributed to class members. To make a claim for a payment and to learn more about your rights in the settlement and the ongoing lawsuit, visit [www-dot- JUUL-Class-Action-dot-com](http://www-dot-JUUL-Class-Action-dot-com) or call 1-855-604-1734. That's [www-dot-JUULClass-Action-dot-com](http://www-dot-JUULClass-Action-dot-com) or 1-855-604-1734.

### 15-Second Video Script

Did you purchase a JUUL device, JUUL pods, or both? If so, you may be entitled to a settlement payment and an ongoing lawsuit could affect your rights. To make a claim for a payment and to learn more, visit [www-dot- JUUL-Class-Action-dot-com](http://www-dot-JUUL-Class-Action-dot-com) or call 1-855-604- 734.