



October 12, 2018

**VIA UPS and Electronic Mail**

Mr. J. Christopher Prue, R.Ph. MBA  
 Vice President, Product Regulatory Science  
 Fontem U.S. Inc.  
 1100 South Tyron Street, Suite 350  
 Charlotte, NC 28203

Submission Tracking Number: TC0003971

Dear Mr. Prue:

It has come to our attention that Fontem U.S. Inc. may be manufacturing new finished tobacco products including, but not limited to, myblu Starter Kit without premarket authorization, as required by §910 of the Federal Food, Drug, and Cosmetic Act (FD&C Act).<sup>1</sup> Myblu Starter Kit appears to meet the definition of a tobacco product as set forth in §201(rr) of the FD&C Act. Although FDA has extended the compliance deadlines for the premarketing requirements for deemed products, FDA’s compliance policy applies only to those deemed products that were on the market as of August 8, 2016. FDA has received complaints that Fontem U.S. Inc. may have first commercially marketed myblu Starter Kit in the United States after August 8, 2016.

Please provide FDA with the following information:

1. For the brand name referenced above, please list all sub-brands under the brand name, including all applicable sizes, flavors, nicotine strengths, and other variations. For each sub-brand, confirm whether you are currently marketing the product in the United States, and the date that the product was first commercially marketed in the United States. FDA suggests that you use a chart similar to the following example to help us understand your response:

Product Name (Brand and Sub-brand)	Currently Marketed (Y/N)	Date Product First Commercially Marketed in U.S.

<sup>1</sup> <https://www.fda.gov/downloads/TobaccoProducts/Labeling/RulesRegulationsGuidance/UCM557716.pdf>

2. For each of the products listed above, please provide the following information, as applicable:
  - a. Evidence that your product was commercially marketed (other than for test marketing) as of February 15, 2007;<sup>2</sup>
  - b. Evidence that your product is a deemed product that was on the market on August 8, 2016, and has not been modified since that date;<sup>3</sup>
  - c. Evidence that your product was first introduced or delivered for introduction into interstate commerce for commercial distribution after February 15, 2007, and prior to March 22, 2011, and for which a 905(j) (or substantial equivalence) report was submitted no later than March 22, 2011;<sup>4</sup>
  - d. Evidence that FDA has issued an order permitting the marketing of this product; and/or
  - e. Evidence, which may include a statement from the firm, that the firm is currently not marketing the above-listed product(s).

We request that a written response be submitted within 30 days of receipt of this letter. The response and any further correspondence regarding this matter should reference the Submission Tracking Number listed above. We encourage you to send your response electronically via the CTP Portal<sup>5</sup> using eSubmitter.<sup>6</sup> However, you may also send your response by mail to our Document Control Center:

Food and Drug Administration  
Center for Tobacco Products  
Document Control Center  
10903 New Hampshire Avenue  
Building 71, Room G335  
Silver Spring, MD 20993-0002

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<sup>2</sup><https://www.fda.gov/TobaccoProducts/Labeling/RulesRegulationsGuidance/ucm416495.htm>

<sup>3</sup>See “Effective and Compliance Dates Applicable to Retailers, Manufacturers, Importers and Distributors of Newly Deemed Products, located here for more information.

<https://www.fda.gov/downloads/tobacoproducts/guidancecomplianceregulatoryinformation/ucm501016.pdf>

<sup>4</sup><https://www.fda.gov/downloads/TobaccoProducts/Labeling/RulesRegulationsGuidance/UCM436468.pdf>

<sup>5</sup><http://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/Manufacturing/ucm515047.htm>

FDA’s Electronic Submission Gateway (ESG) is still available as an alternative to the CTP Portal.

<sup>6</sup><http://www.fda.gov/ForIndustry/FDAeSubmitter>

If you have any questions concerning this matter, please contact the Center for Tobacco Product's Office of Compliance and Enforcement via email at [CTP-OCE-Postmarket@fda.hhs.gov](mailto:CTP-OCE-Postmarket@fda.hhs.gov).

Sincerely yours,

Ann Simoneau, J.D.  
Director  
Office of Compliance and Enforcement  
Center for Tobacco Products