

April 16, 2020

**EXEMPT**

ITG Brands, LLC  
Attention: Carole Folmar, Senior Director, Product Integrity and Compliance  
714 Green Valley Road  
Greensboro, NC 27408-7018

**FDA Submission Tracking Numbers (STNs):** Multiple STNs, see Appendix A

Dear Ms. Folmar:

We completed review of your EX REQs<sup>1</sup> and determined that the new tobacco products listed in Appendix A are exempt from the requirements of Substantial Equivalence.<sup>2</sup>

Our finding does not mean we “approved” the new products specified in Appendix A; therefore, you may not promote or in any way represent the new tobacco products specified in Appendix A, or the labeling, as being “approved” by FDA (see Section 301(tt) of the FD&C Act).

**To market the new tobacco products that are the subject of these EX REQs, the following must be met:**

- 1. Submit a report under section 905(j)(1) (Abbreviated Report) that includes the information required in sections 905(j)(1)(A)(ii) and 905(j)(1)(B); and**
- 2. Ninety days have passed since FDA receipt of your Abbreviated Report.**

See Appendix B for FDA’s recommended format for submitting of an Abbreviated Report.

In accordance with 40 CFR 1506.6, we will make your Environmental Assessment (EA) publicly available.

All regulated tobacco products, including the tobacco products specified in Appendix A, are subject to the requirements of the FD&C Act and its implementing regulations. It is your responsibility to ensure the tobacco products specified in Appendix A comply with all applicable statutory and regulatory requirements. FDA will monitor your compliance with all applicable statutes and regulations.

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<sup>1</sup> Requests for Exemption from Substantial Equivalence (EX REQs) submitted under section 905(j)(3) of the Federal Food, Drug, and Cosmetic Act (FD&C Act)

<sup>2</sup> See section 910(a)(3)(a) of the FD&C Act

We encourage you to submit all regulatory correspondence electronically via the CTP Portal<sup>3,4</sup> using eSubmitter.<sup>5</sup> Alternatively, submissions may be mailed to:

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

The CTP Portal and FDA's Electronic Submission Gateway (ESG) are generally available 24 hours a day, seven days a week; if the upload is successful, submissions are considered received by DCC on the day of upload. Submissions delivered to DCC by courier or physical mail will be considered timely if received during delivery hours on or before the due date<sup>6</sup>; if the due date falls on a weekend or holiday, the delivery must be received on or before the preceding business day. We are unable to accept regulatory submissions by e-mail.

If you have any questions, please contact Megan Nguyen, Regulatory Health Project Manager, at (301) 796 - 7826 or [Megan.Nguyen@fda.hhs.gov](mailto:Megan.Nguyen@fda.hhs.gov).

Sincerely,

Digitally signed by Matthew R. Holman -S  
Date: 2020.04.16 13:49:32 -04'00'

Matthew R. Holman, Ph.D.  
Director  
Office of Science  
Center for Tobacco Products

Enclosures:

Appendix A – New and Corresponding Original Tobacco Products Subject of This Letter  
Appendix B – FDA's Recommended Format for Submitting an Abbreviated Report

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<sup>3</sup> For more information about CTP Portal, see

<https://www.fda.gov/tobacco-products/manufacturing/submit-documents-ctp-portal>

<sup>4</sup> FDA's Electronic Submission Gateway (ESG) is still available as an alternative to the CTP Portal.

<sup>5</sup> For more information about eSubmitter, see <http://www.fda.gov/ForIndustry/FDAeSubmitter>

<sup>6</sup> <https://www.fda.gov/tobacco-products/about-center-tobacco-products-ctp/contact-ctp>

**Appendix A**  
New and Corresponding Original Tobacco Products Subject of This Letter

Common Attributes of EX REQs		
<b>Date of Submission:</b>	February 27, 2020	
<b>Date of Receipt:</b>	February 27, 2020	
<b>Product Manufacturer:</b>	ITG Brands, LLC	
<b>Product Category:</b>	Cigarettes	
<b>Product Sub-Category:</b>	Combusted, Filtered	
	<b>New Tobacco Product</b>	<b>Original Tobacco Product</b>
	EX0000997: Maverick Box <sup>7</sup>	GF1601939: Maverick Box <sup>7</sup>
<b>Package Type:</b>	Box	Box
<b>Package Quantity:</b>	20 Cigarettes per Box	20 Cigarettes per Box
<b>Characterizing Flavor:</b>	None	None
<b>Eligibility Status:</b>	N/A	Grandfathered
<b>Length:</b>	80 mm	80 mm
<b>Diameter:</b>	7.89 mm	7.89 mm
<b>Ventilation:</b>	0%	0%
<b>Modifications:</b>		
Addition/Deletion of tobacco additives:		
	<ul style="list-style-type: none"> <li>Deletion of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>Addition of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>Deletion of (b) (4) from the tipping paper ink</li> <li>Addition of (b) (4) in the tipping paper ink</li> </ul>	
Increase/Decrease in quantity of existing additives:		
	<ul style="list-style-type: none"> <li>Increasing the quantity of (b) (4) in the tipping paper ink</li> </ul>	
	<b>EX0000998: Maverick Box 100s<sup>7</sup></b>	<b>GF1601943: Maverick Box 100s<sup>7</sup></b>
<b>Package Type:</b>	Box	Box
<b>Package Quantity:</b>	20 Cigarettes per Box	20 Cigarettes per Box
<b>Characterizing Flavor:</b>	None	None
<b>Eligibility Status:</b>	N/A	Grandfathered
<b>Length:</b>	99 mm	99 mm
<b>Diameter:</b>	7.89 mm	7.89 mm
<b>Ventilation:</b>	8%	8%
<b>Modifications:</b>		
Addition/Deletion of Tobacco Additives:		
	<ul style="list-style-type: none"> <li>Deletion of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>Addition of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>Deletion of (b) (4) from the tipping paper ink</li> <li>Addition of (b) (4) in the tipping paper ink</li> </ul>	

<sup>7</sup> Brand/sub-brand or other commercial name used in commercial distribution.

	EX0001000: Maverick Gold Box 100s <sup>7</sup>	GF1601941: Maverick Lights Box 100s <sup>7</sup>
<b>Package Type:</b>	Box	Box
<b>Package Quantity:</b>	20 Cigarettes per Box	20 Cigarettes per Box
<b>Characterizing Flavor:</b>	None	None
<b>Eligibility Status:</b>	N/A	Grandfathered
<b>Length:</b>	99 mm	99 mm
<b>Diameter:</b>	7.89 mm	7.89 mm
<b>Ventilation:</b>	34%	34%
<b>Modifications:</b>		
Addition/Deletion of Tobacco Additives:		
<ul style="list-style-type: none"> <li>Deletion of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>Addition of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> </ul>		
	EX0001001: Maverick Menthol Box 100s <sup>7</sup>	GF1601940: Maverick Menthol Box 100s <sup>7</sup>
<b>Package Type:</b>	Box	Box
<b>Package Quantity:</b>	20 Cigarettes per Box	20 Cigarettes per Box
<b>Characterizing Flavor:</b>	Menthol	Menthol
<b>Eligibility Status:</b>	N/A	Grandfathered
<b>Length:</b>	99 mm	99 mm
<b>Diameter:</b>	7.89 mm	7.89 mm
<b>Ventilation:</b>	0%	0%
<b>Modifications:</b>		
Addition/Deletion of Tobacco Additives:		
<ul style="list-style-type: none"> <li>Deletion of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>Addition of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>Deletion of (b) (4) from the tipping paper ink</li> <li>Addition of (b) (4) in the tipping paper ink</li> </ul>		
	EX0001002: Maverick Menthol Box <sup>7</sup>	GF1601942: Maverick Menthol Box <sup>7</sup>
<b>Package Type:</b>	Box	Box
<b>Package Quantity:</b>	20 Cigarettes per Box	20 Cigarettes per Box
<b>Characterizing Flavor:</b>	Menthol	Menthol
<b>Eligibility Status:</b>	N/A	Grandfathered
<b>Length:</b>	80 mm	80 mm
<b>Diameter:</b>	7.89 mm	7.89 mm
<b>Ventilation:</b>	0%	0%
<b>Modifications:</b>		
Addition/Deletion of Tobacco Additives:		
<ul style="list-style-type: none"> <li>Deletion of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>Addition of non-porous tipping paper (b) (4) mg/cigarette)</li> <li>Deletion of (b) (4) from the tipping paper ink</li> <li>Addition of (b) (4) in the tipping paper ink</li> </ul>		

	EX0001003: Maverick Menthol Gold Box 100s <sup>7</sup>	GF1601944: Maverick Menthol Lights Box 100s <sup>7</sup>
<b>Package Type:</b>	Box	Box
<b>Package Quantity:</b>	20 Cigarettes per Box	20 Cigarettes per Box
<b>Characterizing Flavor:</b>	Menthol	Menthol
<b>Eligibility Status:</b>	N/A	Grandfathered
<b>Length:</b>	99 mm	99 mm
<b>Diameter:</b>	7.89 mm	7.89 mm
<b>Ventilation:</b>	35%	35%
<b>Modifications:</b>		
Addition/Deletion of Tobacco Additives:		
<ul style="list-style-type: none"> <li>• Deletion of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>• Addition of non-porous tipping paper (b) (4) target: (b) (4) mg/cigarette)</li> <li>• Deletion of (b) (4) from the tipping paper ink</li> <li>• Addition of (b) (4) in the tipping paper ink</li> </ul>		

**Appendix B**  
FDA's Recommended Format for Submitting an Abbreviated Report

Mock-up Tobacco Company

April 3, 2015

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

RE: Abbreviated Report

To Whom It May Concern:

Mock-Up Tobacco Company provides this Abbreviated Report at least 90 days prior to the introduction or delivery for introduction into interstate commerce for commercial distribution of the new product, Cigarette Brand A. We submitted an Exemption Request (EX0000XXX) under section 905(j)(3) for the new product on February 1, 2015, and received a found exempt order from FDA on March 20, 2015.

I, John Doe, on behalf of Mock-Up Tobacco Company, certify that Cigarette Brand A is modified within the meaning of section 905(j)(3), the modifications are to a product that is commercially marketed and in compliance with the requirements of the Federal Food, Drug, and Cosmetic Act, all the modifications are covered by exemptions granted by the Secretary pursuant to section 905(j)(3), and I have taken actions to comply with the requirements under section 907 that are applicable to the product. I certify that this information is true and correct, and that I am authorized to submit this on the company's behalf. I understand that under section 1001 of title 18 of the United States Code, anyone who knowingly and willfully makes a materially false, fictitious, or fraudulent statement to the Government of the United States is subject to criminal penalties.

Sincerely,  
John Doe **[ink or digital signature]**  
Vice President  
Mock-Up Tobacco Company