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## **S.F. No. 4351 – Prohibition on Certain Vapor Products**

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**Section 1 [325F.782 Definitions]** defines “minor” and “vapor product.”

**Section 2 [325F.7821 Prohibition on Deceptive Vapor Products]** prohibits a person from advertising, branding, and distributing for sale a vapor product by imitating a product that is not a vapor product, attempting to conceal the nature of the vapor product from parents, teachers, or other adults, or using terms for, describing, or depicting products like food, a brand of food, school supplies, or a product based on a character.

**Section 3 [325F.7822 Remedies]** provides for a private right of action to recover damages. This section allows the attorney general to sue and recover on behalf of the state a civil penalty from a person who violates this section.