

STATE OF MINNESOTA
COUNTY OF RAMSEY

DISTRICT COURT
SECOND JUDICIAL DISTRICT

Case Type: Civil Other
(Consumer Protection)

Court File No. _____

State of Minnesota, by its Attorney General,
Keith Ellison

COMPLAINT

Plaintiff,

vs.

Maduro Distributors, Inc., d/b/a Loon,
Defendants.

The State of Minnesota, by its Attorney General, Keith Ellison, for its Complaint and Prayer for Relief against Maduro Distributors, Inc. d/b/a Loon (“Loon”) alleges as follows:

INTRODUCTION

1. Cotton candy. Strawberry popsicle. Blue razz slushy. Banana taffy. Not only are these common treats for kids, but these are flavors of nicotine-fueled vape products that have been commonly marketed and sold by Loon.





2. Bowser. Frankenstein. Dragons. These are common characters and mythical creatures in kids’ movies, television shows, or video games. These are also names of vape products that have been commonly marketed and sold by Loon.



3. Since August 1, 2024, Loon has marketed and sold thousands of vape products—like the ones described above—in violation of Minnesota’s prohibition on deceptive vapor products, contained in Minn. Stat. § 325F.7821.

4. This Minnesota law prohibits the marketing and sale of vaping products that (1) imitate other products, including but not limited: (i) to foods commonly marketed to minors “including but not limited to candy, desserts, and beverages”; . . . or (iii) products “based on or depicting a character, personality, or symbol known to appeal to minors, including but not limited

to a celebrity; a character in a comic book, movie, television show, or video game; and a mythical creature” or that (2) use terms for, describe or depict any product described above. Minn. Stat. § 325F.7821.

5. Loon unlawfully markets and sells vaping products that are designed to appeal to Minnesota’s youth in both their flavors and designs.

6. But Loon’s misconduct does not stop there. For years, Loon has misled consumers about the status of its products. Although the FDA has never approved any of Loon’s tobacco products, Loon has repeatedly represented to the public, including both consumers and wholesalers, that its products have been “accepted” or “accepted for [] approval” by the FDA. In fact, the FDA has never authorized Loon to market its tobacco products and previously warned Loon to discontinue the sale of its vapor products. Loon’s confusing and misleading statements, half-truths, and omissions deceive consumers and violate Minnesota’s consumer protection laws.

7. The Attorney General brings this action to enforce the law, to enjoin unlawful practices, deter future violations, and remediate harm to Minnesota consumers, especially Minnesota’s youth.

PARTIES

8. Keith Ellison, the Attorney General of the State of Minnesota, is authorized under Minnesota Statutes chapter 8 and has common law authority, including *parens patriae* authority, to bring this action to enforce Minnesota’s laws, to vindicate the State’s sovereign and quasi-sovereign interests, and to remediate all harm arising out of—and provide full relief for—violations of Minnesota’s laws.

9. Defendant Maduro Distributors, Inc., d/b/a/ Loon, is a Minnesota corporation with a principal place of business at 7580 Commerce Lane NE Fridley, MN, 55432. Loon was formed in October 2013.

JURISDICTION AND VENUE

10. This Court has subject matter jurisdiction over the claims pursuant to Minnesota Statutes sections 8.01, 8.31, 325D.45, 325F.70, and common law, including the State's *parens patriae* authority.

11. This Court has personal jurisdiction over Loon because it purposefully and knowingly transacted business in Minnesota and with Minnesota residents and has committed acts inside Minnesota causing injury to the Minnesota public in violation of Minnesota law.

12. Venue is proper in Ramsey County because the cause of action arose in part in Ramsey County. Minn. Stat. § 542.09. Loon has conducted sales in and done business in Ramsey County and its unlawful acts have affected Ramsey County residents, among others.

FACTUAL ALLEGATIONS

I. LOON MARKETS, PROMOTES, LABELS, BRANDS, ADVERTISES, DISTRIBUTES, OFFERS FOR SALE, AND SELLS ADDICTIVE VAPE PRODUCTS WITH KID-FRIENDLY FLAVORS AND CHARACTERS THAT APPEAL TO MINORS IN VIOLATION OF MINNESOTA LAW.

13. Loon has marketed itself as a “pioneer and thought leader in the vaping category.” Loon has also claimed to be “the finest independent vaping company in the U.S.”

14. Vaping companies, like Loon, sell battery-operated devices that heat a nicotine liquid, which produces an aerosol that is inhaled by the user.

15. Since at least 2016, Loon has operated the websites www.theloonmn.com, www.loonwholesale.com, and www.loondistro.com, where it has marketed and sold various products, including vaping devices.

16. Since 2024, Loon has marketed and sold several vaping devices and vaping products, including Loon Air, Loon Maxx, Loon Salts, and Loon Juice.

17. The Loon Air is a disposable vape with a rechargeable battery that is offered in a variety of flavors. Loon often advertises that its Loon Air vapes contain “6000+ puffs.”

18. The Loon Maxx is a disposable vape that is offered in a variety of flavors. Loon often advertises that its Loon Maxx vapes contain “2000+ puffs.”

19. Loon Salts are nicotine salt e-liquids to be used in Loon’s vaping products and are sold in a variety of flavors and nicotine strengths, typically either 30mg or 50mg. Loon’s website also states that: “Nicotine Salt, also known as Nic Salt, is a type of processed nicotine used in our pods. The purpose of the Nicotine Salt itself is to enhance your vaping experience by utilizing increased strengths of nicotine while having little to no harshness at all.”

20. Loon Juice are nicotine vapor liquids that have been sold to be used in Loon’s vaping products and have been offered in a variety of flavors and nicotine strengths, typically either 3mg or 6mg.

21. In addition to its Loon-branded products, Loon has offered other vaping devices for sale on its websites, including Barcode and Juicebox 7.0.

22. Barcode is a disposable vape with a rechargeable battery that is offered in a variety of flavors. Loon has advertised on its websites that Barcode vapes contain 8000+ puffs.

23. Juicebox 7.0 is a disposable vape with a rechargeable battery that is offered in a variety of flavors. Loon has advertised on its websites that Juicebox 7.0 vapes contain 7000+ puffs.

A. Minnesota Has Prioritized the Health and Safety of Minors and Has Passed Numerous Laws Designed to Protect Youth from Harmful Nicotine Products, Including Vaping Products.

24. Minnesota has a long history of enacting and enforcing laws to protect minors from harmful nicotine products.¹

25. In 2020, the Minnesota legislature raised the minimum legal age for the purchase

¹ See Minnesota Attorney General, *Attorney General Keith Ellison warns against continued sales of unauthorized e-cigarettes and nicotine pouches* (Aug. 29, 2024), https://www.ag.state.mn.us/Office/Communications/2024/08/29_VapingProducts.asp (providing a summary of Minnesota’s enforcement efforts against Big Tobacco and vaping companies).

of tobacco products from 18 to 21 years. Minn. Stat. § 609.685. The new minimum age went into effect on August 1, 2020.

26. Under the new law, the Minnesota legislature made it a crime for anyone to sell or give tobacco to an underage person. Minn. Stat. § 609.685, subd. 1a.

27. Then, in 2024, the Minnesota legislature took further action to protect Minnesota's youth from the harmful effects of tobacco and passed a law prohibiting the marketing, labeling, and sale of certain vaping products that appeal to Minnesota's youth. *See* Minn. Stat. § 325F.7821.

28. Minnesota Statutes section 325F.7821 (the "Deceptive Vaping Law" or the "Law") makes it unlawful to market, sell, or distribute vapor products that imitate foods or brands of foods "commonly marketed to minors, including but not limited to candy, desserts, and beverages." Minn. Stat. § 325F.7821(1)(i).

29. The Deceptive Vaping Law also makes it unlawful to market, sell, or distribute vapor products that imitate a product "based on or depicting a character, personality, or symbol known to appeal to minors, including but not limited to a celebrity; a character in a comic book, movie, television show, or video game; and a mythical creature." Minn. Stat. § 325F.7821(1)(iii).

30. The Deceptive Vaping Law further prohibits any products that "us[e] terms for, describ[e], or depict[]" such food products or products that use characters, personalities, or symbols known to appeal to minors. Minn. Stat. § 325F.7821(3).

31. The Deceptive Vaping Law became effective on August 1, 2024.

32. On August 29, 2024, the Minnesota Attorney General sent a letter to more than 5,000 tobacco distributors and retailers, including Loon, asking those businesses to stop distributing, marketing, and selling unauthorized and illegal tobacco products, including flavored

vapes particularly appealing to younger Minnesotans.²

33. In his letter, the Minnesota Attorney General also warned that “[e]ffective August 1, 2024, it is also unlawful to advertise, sell, or distribute e-cigarettes that are described or depicted as imitating candy, desserts, or beverage that are commonly marketed to minors.”

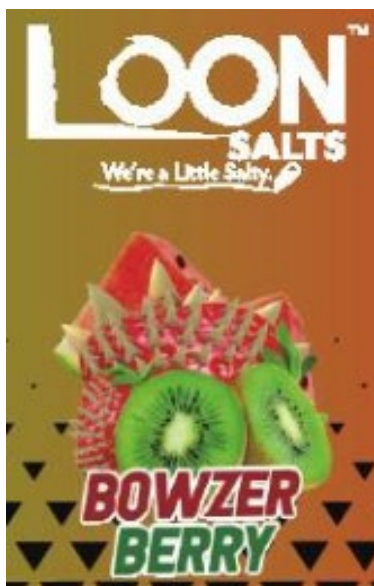
B. Despite Minnesota’s Law and Attorney General Warnings, Loon Continued to Market and Sell Violative Vaping Products.

34. Loon nevertheless flouted the Deceptive Vaping Law and the Minnesota Attorney General’s warnings and continued to market and sell dozens of vape products that violate the Law.

35. As one example, after the Deceptive Vaping Law became effective, Loon continued to advertise and sell several vapor products that reference the character Bowser from Nintendo’s Super Mario franchise. Not only does Loon use the character’s name, but Loon also incorporates the iconic spikes from Bowser’s shell into the labels and packaging for its “Bowzer Berry” products. Loon also referenced the classic children’s video game in the product’s description, writing “conquer the fruity flavor kingdom”—a reference to the “Mushroom Kingdom” in which Super Mario games and movies are set—“with this triumphant blend of strawberry, watermelon, and kiwi, offering a bold and exhilarating vaping experience fit for royalty.”

36. Since August 1, 2024, Loon has marketed and/or sold both Loon Maxx Bowzer Berry and Loon Salts Bowzer Berry in violation of Minnesota’s Deceptive Vaping Law.

² Minnesota Attorney General, *Attorney General Keith Ellison warns against continued sales of unauthorized e-cigarettes and nicotine pouches* (Aug. 29, 2024), https://www.ag.state.mn.us/Office/Communications/2024/08/29_VapingProducts.asp.



37. Loon has also marketed and sold other vapor products that imitate, use terms for, describe, and depict foods commonly marketed to minors, including but not limited to candy, desserts, and beverages. For example, Loon has continued to market and sell products that imitate cotton candy, including Loon Air Cotton Candy, Loon Air Cotton Clouds, Loon Juice Cotton Candy, and Loon Salts Cotton Clouds.



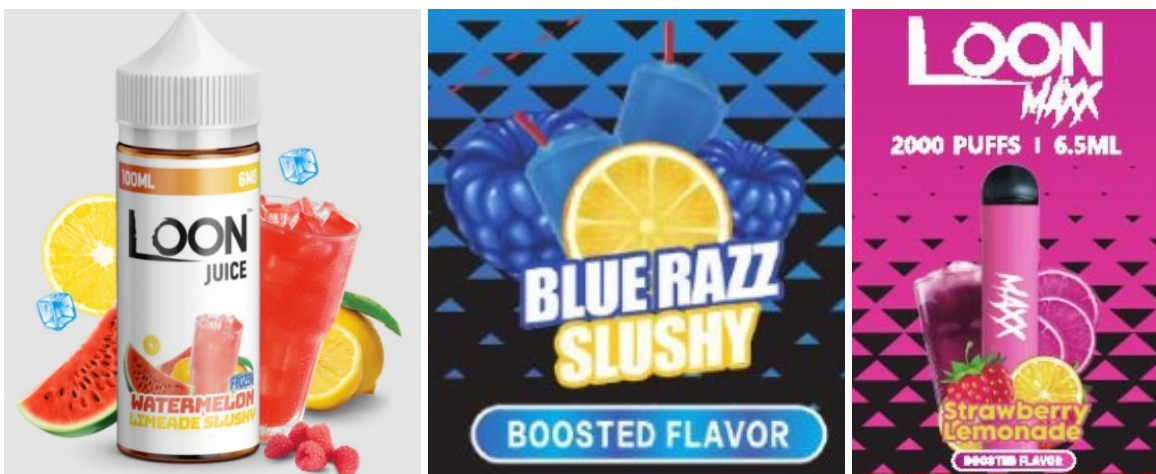
38. In addition to cotton candy, Loon has marketed and sold other vapor products that imitate, use terms for, describe, and depict candy commonly marketed to minors, including Loon

Maxx Banana Taffy, Loon Salts Banana Taffy, Loon Air Berry Lemon Bubble Gum, and Loon Juice Pomegranate Lemon Drop.



39. Loon has also marketed and sold vapor products that imitate, use terms for, describe, and depict beverages commonly marketed to minors, including Loon Air Mountain Dude, Loon Air Bad Bull, Loon Air Orange Fantasie, Loon Juice Frozen Watermelon Limeade Slushy, Loon Maxx Blue Razz Slushy, Loon Salts Blue Razz Slushy, and Loon Maxx Strawberry Lemonade.





40. Loon has also marketed and sold vapor products that imitate, use terms for, describe, and depict desserts commonly marketed to minors, including Loon Juice Strawberry Popsicle and Loon Juice Vanilla Custard.



41. In addition to marketing and selling illegally flavored vapes, Loon has also marketed and sold additional products based on or depicting a character, personality, or symbol known to appeal to minors in violation of Minnesota's Deceptive Vaping Law, including Loon Air Frankenstein, Loon Maxx Dragon's Blood, Loon Maxx Purple Blitz, and Loon Salts Purple Blitz.



42. The following chart lists the dozens of vapor products that Loon has advertised and/or sold since August 1, 2024, in violation of Minnesota’s Deceptive Vaping Law:³

Name of Loon Product	Statutory Violation	Description of Product
Loon Air Bad Bull	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Air Berry Lemon Bubble Gum	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy.
Loon Air Cotton Candy	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and desserts.
Loon Air Cotton Cloudz	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and desserts. Loon describes this product as “the classic cotton candy flavor.”
Loon Air Frankenstein	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a character in a movie.
Loon Air Frozen Strawberry	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.

³ The State has compiled screenshots of the products listed in this chart in Exhibit A, which is attached to this Complaint.

Loon Air Mountain Dude	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Air Orange Fantasie	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Air Peach Emoji	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a symbol known to appeal to minors.
Loon Air Subzero	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a character in a video game.
Loon Air Summer Lush	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Air Watermelon Frostbite	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including desserts. Loon describes this product as “the ultimate watermelon experience with a creamy frostbite twist.”
Loon Juice Cotton Candy	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and desserts.
Loon Juice Frozen Berry Freeze	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Juice Frozen Green Apple Berry	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Juice Frozen Mango Madness	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Juice Frozen Pine Berry Burst	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Juice Frozen Tropical Burst	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Juice Frozen Watermelon Limeade Slushy	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Juice Pomegranate Lemon Drop	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy.

Loon Juice Strawberry Popsicle	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and desserts.
Loon Juice Vanilla Custard	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including desserts.
Loon Maxx Apple Berry	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including desserts. Loon describes this flavor as “a fresh-baked green apple dessert, perfectly complemented by the juicy burst of mixed berries.” https://perma.cc/GB53-FR5H
Loon Maxx Banana Taffy	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy.
Loon Maxx Blue Lightning	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages. Loon describes this flavor as “classic blueberry citrus soda flavor.” https://perma.cc/8KP4-EGXU
Loon Maxx Blue Razz	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and beverages. Loon describes this product as “featuring a citrusy twist and a perfect balance of sweetness, reminiscent of a thirst-quenching summer treat.” https://perma.cc/SQB3-2M9F
Loon Maxx Blue Razz Slushy	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Maxx Bowzer Berry	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a character in a video game.
Loon Maxx Creamy Frost Bite	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and desserts. Loon describes this product as a “decadent delight of frothy caramelized mint, creating a luxurious vaping experience that tantalizes your taste buds with its creamy sweetness.” https://perma.cc/EDM5-KSGA
Loon Maxx Dragon’s Blood	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a mythical creature. Loon describes this product as a “mythical combination of fiery watermelon and guava flavors, creating a whirlwind of tropical bliss that ignites your senses with every inhale.”

Loon Maxx Frozen Grape	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Frozen Mango	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Frozen Melon	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Frozen Peach	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Frozen Strawberry	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Green Lightning	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages. Loon describes this product's flavor as the "bold and bubbly essence of lemon-lime soda."
Loon Maxx Iced Guava	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Iced Lush	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Iced Pineapple	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Iced Pineapple Express	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Maxx Merica	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including desserts. Loon describes this product's flavor as a "patriotic popsicle flavor." https://perma.cc/889X-NMUQ
Loon Maxx Pink	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a symbol known to appeal to minors, specifically the Victoria's Secret product line, "Pink," that is targeted to young girls and teens. Loon has also used product packaging to mimic the font and bright pink leopard print pattern that is often associated with Victoria's Secret Pink.
Loon Maxx Orange Lightning	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors,

		including beverages. Loon also describes this product as an “electrifying orange citrus soda flavor.” https://perma.cc/6Z7V-SJ6Q
Loon Maxx Purple Blitz	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character or symbol known to appeal to minors.
Loon Maxx Strawberry Bad Bull	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Maxx Strawberry Lemonade	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Salts Apple Berry	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including desserts. Loon also describes this product as a “delightful fusion of a fresh-baked green apple dessert” https://perma.cc/RPX7-NXQD
Loon Salts Bad Bull	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Salts Bad Bull Grape	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Salts Bad Bull Strawberry	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Salts Banana Taffy	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy.
Loon Salts Berry Bubble Trouble	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy.
Loon Salts Blue Lightning	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages. Loon describes this product as “fizzy blue sweetness wash over your taste buds with this classic blueberry citrus soda flavor.” https://perma.cc/AY9M-UXP8
Loon Salts Blue Razz	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and beverages. Loon describes this product as “reminiscent of a thirst-quenching summer treat.” https://perma.cc/9UWP-48YL
Loon Salts Blue Razz Slushy	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.

Loon Salts Bowzer Berry	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a character in a video game.
Loon Salts Bubble Trouble	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy.
Loon Salts Cherry Lime Soda	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Salts Cotton Cloudz	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and desserts. Loon describes this product as “the classic cotton candy flavor.”
Loon Salts Creamy Frost Bite	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and desserts. Loon describes this product as a “decadent delight of frothy caramelized mint.” https://perma.cc/9YSV-XDTA
Loon Salts Dragon’s Blood	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a mythical creature.
Loon Salts Frankenstein	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a character in a movie.
Loon Salts Frozen Grape	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Frozen Mango	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Frozen Melon	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Frozen Peach	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Frozen Strawberry	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Green Lightning	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages. Loon describes this product as a “bold and bubbly essence of lemon-lime.” https://perma.cc/6S66-RKBG

Loon Salts Iced Banana	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Iced Blueberry	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Iced Guava	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Iced Kiwi Lemon	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Iced Lush	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Iced Pineapple	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Loon Salts Merica	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy. Loon describes this product as a “patriotic popsicle flavor.” https://perma.cc/G37F-763U
Loon Salts Orange Lightning	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages. Loon describes this product as a “electrifying Orange Citrus soda.” https://perma.cc/VEJ7-BK7C
Loon Salts Pink Lemonade	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Salts Purple Blitz	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character or symbol known to appeal to minors.
Loon Salts Rainbow Drops	(1)(i)	Vapor product that imitates a food commonly marketed to minors, including candy.
Loon Salts Subzero	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a character in a video game.
Loon Salts Watermelon Fantasie	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.
Loon Salts Watermelon Frostbite	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts. Loon describes this product as a “fruity watermelon bonanza with that creamy frostbite goodness.”

43. Since the Deceptive Vaping Law became effective, Loon has also advertised and sold other violative products, such as Barcode Cotton Clouds, Barcode Lunar Lemonade, Barcode Lush Ice, Barcode Pushin’ P, Barcode Watermelon Bubblegum, and Juicebox Watermelon Slushy.

Name of Product Marketed and Sold by Loon	Statutory Violation	Description of Product
Barcode Cotton Clouds	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy and desserts. Loon describes this product as “the sweet taste of cotton candy.”
Barcode Lunar Lemonade	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages. Loon describes this product as a “unique and refreshing pink lemonade flavor.”
Barcode Lush Ice	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages and desserts.
Barcode Pushin’ P	(1)(iii)	Vapor product that imitates, uses terms for, describes, and depicts a product based on a character known to appeal to minors, including a celebrity. “Pushin P” is a popular song by rappers Future, Gunna, and Young Thug, with more than 428 million streams on Spotify and 43 million views on YouTube.
Barcode Watermelon Bubblegum	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including candy.
Juicebox Watermelon Slushy	(1)(i)	Vapor product that imitates, uses terms for, describes, and depicts a food commonly marketed to minors, including beverages.

C. Loon’s Spanish Advertisements Reflect Further Violations of the Deceptive Vaping Law.

44. Loon’s consumer-facing website, theloonmn.com, also advertised its vaping products in Spanish.

45. Loon’s Spanish advertisements reveal even more violations of the Deceptive Vaping Law since August 1, 2024. In fact, several of Loon’s product names and product descriptions in Spanish reference desserts and beverages, which are explicitly outlawed by the

Deceptive Vaping Law.

46. For example, Loon has advertised the Loon Maxx Frozen Grape as a “frozen grape slushie” in Spanish.

47. Similarly, Loon has advertised Loon Maxx Blue Razz as “Blue Razz Frozen Slushy” in Spanish and described the product as the “perfect blue raspberry summer lemonade.”

48. Loon has advertised the Loon Maxx Frozen Peach as “Frozen Peach Pop Fizzy” and described the product as “frozen ice cream.”

49. Loon also described its product Loon Salts Strawberry Banana as “a fresh and juicy strawberry perfectly combined with a lemonade flavor for that refreshing flavor.”

50. Several of Loon’s Spanish descriptions also translate to include references to ice cream (“helado”), including Loon Maxx Iced Lush (“Loon Maxx – Lush Helado”), Loon Maxx Frozen Strawberry (“EL SABOR MAS SUAVE A FRESA DEL VERANO CON UN PEQUENO BOCADO HELADO”), Loon Maxx Iced Mango (“DELICIOSO MANGO FRESCO AFRUTADO CON BOCADO HELADO”), Loon Maxx Iced Guava (“DELICIOSA GUAYABA AFRUTADA CON EL BOCADO HELADO”) as well as Loon Maxx Creamy Frost Bite (“Loon Maxx – Bocado Cremoso de Helada”).

II. LOON MISREPRESENTS ITS PRODUCTS’ PMTA STATUS.

51. In addition to marketing and selling illegal vaping products, Loon has repeatedly engaged in misleading and confusing communications about the safety and legal status of its products.

52. Under federal law, before tobacco products can be lawfully sold in the United States, any tobacco products introduced after February 15, 2007 must first receive pre-market authorization from the FDA. 21 U.S.C. § 387j.

53. As of the date of this filing, the FDA has authorized only 45 e-cigarettes to be sold

in the United States. Loon’s products are not among those authorized by the FDA.

54. To receive pre-market authorization, companies seeking to sell new tobacco products must first submit a premarket tobacco product application (“PMTA”). This PMTA must provide scientific data that demonstrates a product is appropriate for the protection of public health.

55. The PMTA then undergoes a multi-phase review process by the FDA. Phase 1, also referred to as “Acceptance,” involves an initial review that ensures that the product at issue in the PMTA falls under the Center for Tobacco Products jurisdiction and confirms that the statutory and regulatory requirements of an application are met. Phase 2 consists of the filing review, which involved a threshold determination of whether the PMTA contains sufficient information to permit a substantive review. Phase 3, also known as the Application Review, involves the FDA’s evaluation of the scientific information and data in the PMTA.

56. After receiving Loon’s PMTA around September 2020, the FDA issued a warning letter to Loon on August 20, 2021, warning Loon, in part, that it was manufacturing and selling products that lacked FDA authorization and such products were considered “adulterated” and “misbranded.”⁴ In fact, the letter noted that these “Pink Lemonade” and “Bubble Gum” products were not even included in Loon’s PMTA.

57. Nevertheless, since 2021, Loon has included certain representations about its products’ PMTA status on its wholesaler website, www.loonwholesale.com, and on its consumer-facing website, www.theloonmn.com.

58. For at least three years—from at least October 27, 2021 until at least October 9, 2024—Loon stated on its wholesale website that Loon’s products had been “accepted for PMTA

⁴ FDA Warning Letter, Maduro Distributors d/b/a The Loon, MARCS-CMS 617040 (Aug. 20, 2021), <https://www.fda.gov/inspections-compliance-enforcement-and-criminal-investigations/warning-letters/maduro-distributors-dba-loon-617040-08202021>.

approval from the FDA.”



59. Sometime after October 9, 2024 and after the Minnesota Attorney General issued a civil investigative demand informing Loon of the Attorney General’s concern around this representation, Loon changed its representation on its wholesale website to state: “The Loon’s PMTA has been accepted by FDA for review.”

60. Loon made similar representations on its consumer-facing website. From as late as November 30, 2024 to September 21, 2025, Loon’s consumer-facing website claimed: “The Loon’s PMTA has been accepted by FDA for review.”

61. In addition, from at least November 5, 2024 to September 21, 2025, Loon’s consumer-facing website included the following mark:



62. Loon’s representations about its PMTA status are misleading and confusing.

63. Prior to October 9, 2024, Loon represented that its PMTA had been “accepted for PMTA approval from the FDA.” Based on this language, the average, reasonable consumer—

who has little to no understanding of the PMTA process—would believe that Loon’s products had been accepted and certified as safe for use by federal health-and-safety regulators.

64. But Loon’s products were not accepted, approved, or authorized for sale by federal regulators. Rather, the “acceptance” stage only required an initial confirmation that Loon’s products fell under the FDA’s jurisdiction and that the application included required information. And some of Loon’s products may not have been included in Loon’s PMTA, making this representation even more deceptive with regard to those products for which Loon is not even attempting to seek federal authorization.

65. Even after Loon changed its representation to state that its PMTA has been “accepted by FDA for review,” Loon continued to display what appeared to be a certification seal stating “PMTA Accepted.” These representations were confusing to Minnesota consumers, who would likely believe from the representations that Loon’s products had been “accepted” or certified as safe for purchase and use.

66. However, only 45 e-cigarettes have been approved or authorized by the FDA, and as the FDA recently reiterated, “[t]hese 45 products are the only ENDS [vaping] products that may currently be lawfully sold in the U.S.”⁵

67. In light of Loon’s misleading representations, Loon had a duty to disclose material facts about its products and their PMTA status in the course of Loon’s marketing and sale of these products. Special circumstances exist that triggered a duty on the part of Loon to disclose such

⁵ U.S. Food and Drug Administration, *FDA Expands Market Access, Authorizes New ENDS Products* (May 5, 2026), <https://www.fda.gov/news-events/press-announcements/fda-expands-market-access-authorizes-new-ends-products>; see also U.S. Food and Drug Administration, *E-Cigarettes, “Vapes” and Other Electronic Nicotine Delivery Systems (ENDS) Authorized by the FDA* (last updated May 5, 2026), <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/e-cigarettes-vapes-and-other-electronic-nicotine-delivery-systems-ends-authorized-fda>.

material facts.

68. First, the nature and quality of the representations that Loon made to consumers and wholesalers—explained above—were so incomplete and confusing regarding the PMTA status of Loon’s products that Loon did not say enough to prevent the representations it made to consumers and others from being confusing, deceptive, and misleading.

69. Loon failed to tell the public that its products had not been certified as safe and authorized for legal sale in the United States and that its products were still under review by the FDA to determine their safety and whether these products are appropriate for the protection of public health.

70. Second, Loon had special knowledge unavailable to the Minnesota public when Loon marketed and promoted its products. As the manufacturer and producer, Loon had special knowledge that its products were not approved for sale in the United States and that its products were still undergoing review by the FDA. Loon also had special knowledge about the legally complicated PMTA process itself, how that process applied to Loon’s products, and what that process means for the authorization and sale of Loon’s products. Few consumers are likely to have a clear understanding of the PMTA process or the various stages of review, nor is this information easily available for consumers to access and understand.

COUNT I
PROHIBITION ON DECEPTIVE VAPOR PRODUCTS
MINN. STAT. § 325F.7821

71. The State re-alleges paragraphs 1 through 70 of this Complaint.

72. Minn. Stat. § 325F.7821 provides, in pertinent part:

A person or entity must not market, promote, label, brand, advertise, distribute, offer for sale, or sell a vapor product by:

(1) imitating a product that is not a vapor product, including but not limited to:

(i) a food or brand of food commonly marketed to minors, including but not limited to candy, desserts, and beverages

(iii) a product based on or depicting a character, personality, or symbol known to appeal to minors, including but not limited to a celebrity; a character in a comic book, movie, television show, or video game; and a mythical creature; or

(3) using terms for, describing, or depicting any product described in clause (1).

73. The law further defines vapor products as “a noncombustible product that employs a heating element, power source, electronic circuit, or other electronic, chemical, or mechanical means, regardless of shape or size, that can be used to produce vapor from nicotine or any other substance, and the use or inhalation of which simulates smoking,” and includes the e-cigarette device itself as well as any cartridges or other nicotine containers intended to be used with a device. Minn. Stat. § 325F.782, subd. 3.

74. Loon Maxx, Loon Air, Loon Salts, and Loon Juice are vapor products as defined under Minn. Stat. § 325F.782.

75. Barcode and Juicebox are also vapor products as defined under Minn. Stat. § 325F.782.

76. As shown by the Loon products described above, Loon has violated section 325F.7821 by marketing, promoting, labeling, branding, advertising, distributing, offering for sale, and selling vapor products that imitate products that are not vapor products, including products that imitate, use terms for, describe, or depict foods commonly marketed to minors, including candy, desserts, and beverages. Examples include Loon Air Berry Lemon Bubble Gum, Loon Air Cotton Candy, Loon Air Mountain Dude, Loon Maxx Banana Taffy, Loon Maxx Blue Razz Slushy, Loon Maxx Strawberry Lemonade, Loon Salts Cherry Lime Soda, Loon Salts Rainbow Drops, Loon Salts Pink Lemonade, Loon Juice Frozen Watermelon Limeade Slushy, Loon Juice Strawberry Popsicle, and Loon Juice Vanilla Custard.

77. As show by the Loon products described above, Loon has violated section 325F.7821 by marketing, promoting, labeling, branding, advertising, distributing, offering for sale, and selling vapor products that imitate products that are not vapor products, including products based on or depicting a character, personality, or symbol known to appeal to minors, including but not limited to a celebrity; a character in a comic book, movie, television show, or video game; and a mythical creature. Examples include Loon Air Frankenstein, Loon Maxx Bowzer Berry, Loon Air Peach Emoji, Loon Air Subzero, Loon Maxx Pink, Loon Maxx Dragon’s Blood, Loon Maxx Purple Blitz, and Loon Salts Purple Blitz.

78. Because the Deceptive Vaping Act is a law “respecting unfair, discriminatory, and other unlawful practices in business, commerce, or trade,” the Attorney General is authorized to bring civil actions to enforce section 325F.7821 pursuant to section 8.31 and his *parens patriae* authority.

79. Loon’s conduct, practices, and actions described in this Complaint constitute multiple separate violations of section 325F.7821.

COUNT II
PREVENTION OF CONSUMER FRAUD ACT
MINN. STAT. § 325F.68 –.70

80. The State re-alleges paragraphs 1 through 70 of this Complaint.

81. The Prevention of Consumer Fraud Act (“MCFA”), Minn. Stat. § 325F.69, provides that the “act, use, or employment” by “any person” of “any fraud, unfair or unconscionable practice, false pretense, false promise, misrepresentation, misleading statement or deceptive practice” that is made “with the intent that others rely thereon in connection with the sale of any merchandise” is “enjoinable as provided in section 325F.70.” The representation or

practice is actionable “whether or not any person has in fact been misled, deceived, or damaged thereby.”

82. Loon is a “person” under the MCFA, which includes corporations and any other “business entity” along with “any agent, employee, salesperson, partner, officer, director, member, stockholder, associate, trustee, or cestui que trust thereof.” Minn. Stat. § 325F.68, subd. 3.

83. Loon has repeatedly violated and continues to violate the MCFA by engaging in fraudulent and deceptive practices as described herein, including by engaging in confusing and misleading marketing concerning the FDA’s review and the legal and safety certifications of Loon’s products.

84. Separately, Loon repeatedly violated Minnesota Statutes section 325.69, subdivision 1, by omitting material information in the course of marketing and selling vaping products such that its failures to sufficiently disclose such material information constituted deceptive and fraudulent practices committed with the intent that others rely thereon in connection with the sale of Loon’s vaping products. Those failures to disclose and omissions include, but are not limited to:

- Failing to sufficiently disclose the status of FDA’s review and authorization of Loon’s products; and
- Failing to sufficiently disclose that Loon’s products are not authorized for sale by the FDA.

85. Loon has also repeatedly violated and continues to violate the MCFA by engaging in the unfair practices described herein. “Unfair” for purposes of the MCFA is defined to include “any method of competition, act, or practice that: (1) offends public policy as established by the statutes, rules, or common law of Minnesota; (2) is unethical, oppressive, or unscrupulous; or (3) is

substantially injurious to consumers.” Minn. Stat. § 325F.69, subd. 8. Specifically, Loon’s above-described unfair acts or practices include, but are not limited to the following summarized practices:

- Marketing vapor products with kid-friendly flavors that substantially injured youth in Minnesota contrary to public policy established by state law, such as Minn. Stat. § 609.685 (prohibiting children and adolescents under the age of 21 from purchasing or using such products); local ordinances preventing advertising and sales to minors, and state enforcement actions and settlements related to tobacco sales; and
- Engaging in unethical and unscrupulous behavior by confusing and misleading consumers about the FDA’s review and authorization of Loon’s products.

Each of the above practices offend Minnesota public policy, are unethical and unscrupulous, and are substantially injurious to consumers. The above practices, both individually and together, violate the MCFA.

86. The Attorney General is authorized to bring civil actions to enforce the MCFA under section 325F.70, section 8.31, and *parens patriae* authority.

87. Loon’s conduct, practices, and actions described in this Complaint constitute multiple separate violations of the MCFA.

COUNT III
UNIFORM DECEPTIVE TRADE PRACTICES ACT
MINN. STAT. § 325D.43–.48

88. The State re-alleges paragraphs 1 through 70 of this Complaint.

89. The Uniform Deceptive Trade Practices Act (“UDTPA”), Minnesota statutes, section 325D.44 provides that a “person engages in a deceptive trade practice” in violation of the statute when “in the course of business, vocation, or occupation, the person: . . .

....

(2) causes likelihood of confusion or of misunderstanding as to the source, sponsorship, approval, or certification of goods or services;

....

(5) represents that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities that they do not have or that a person has a sponsorship, approval, status, affiliation, or connection that the person does not have;

....

(7) represents that goods or services are of a particular standard, quality, or grade . . . if they are of another;

....

(13) engages in . . . (ii) unfair or unconscionable acts or practices; or

(14) engages in any other conduct which similarly creates a likelihood of confusion or of misunderstanding.

Minn. Stat. § 325D.44, subd. 1(2), (5), (7), (13), (14).

90. Loon is a “person” within the meaning of section 325D.44, which includes corporate entities. *See* Minn. Stat. § 645.44, subd. 7 (defining “person” generally). Loon is subject to the UDTPA because it engages in a “course of business” in Minnesota pursuant to Minnesota Statute, section 325D.44, subdivision 1.

91. Loon has repeatedly violated and continues to violate the UDTPA by engaging in the deceptive trade practices described herein.

92. Loon caused a likelihood of confusion or misunderstanding regarding the approval or certification of Loon’s vaping products by, among other things, misrepresenting the FDA’s

review and authorization of Loon's production and failing to disclose that Loon's products have not been authorized for sale by the FDA.

93. Loon represented that its products had approvals, characteristics, uses, and benefits that they did not have by, among other things, misrepresenting the FDA's review and authorization of Loon's production and failing to disclose that Loon's products have not been authorized for sale by the FDA.

94. Loon also misrepresented the standard, quality, or grade of Loon's vaping products by, among other things, misrepresenting the FDA's review and authorization of Loon's production and failing to disclose that Loon's products have not been authorized for sale by the FDA.

95. In addition, Loon has repeatedly violated and continues to violate the UDTPA by engaging in unfair and/or confusing acts or practices including, but not limited to, the following summarized practices:

- Marketing vapor products with kid-friendly flavors even though state law prohibits children from purchasing or using such products; and
- Engaging in confusing and misleading marketing concerning the FDA's review and authorization of Loon's products.

96. The Attorney General is authorized to bring civil actions to enforce the UDTPA under section 325D.45, section 8.31, and *parens patriae* authority.

97. Loon's conduct, practices, and actions described in this Complaint constitute multiple, separate violations of the UDTPA.

RELIEF

WHEREFORE, the State of Minnesota, by its Attorney General, Keith Ellison, respectfully asks this Court to award judgment against Loon as follows:

1. Declaring that Loon's acts described in this Complaint constitute multiple, separate violations of the Minnesota statutes identified in counts I through III.

2. Enjoining Loon, as well as Loon's employees, officers, directors, agents, successors, assignees, affiliates, merged or acquired predecessors, parents or controlling entities, subsidiaries, and all other persons acting in concert or participation with Loon, from engaging in the practices described herein.

3. Awarding judgment against Loon for restitution and/or disgorgement under the *parens patriae* doctrine, the general equitable powers of this Court, section 8.31, and any other applicable authority, for the harm or injuries to persons resulting from Loon's acts as described herein;

4. Awarding judgment or civil penalties pursuant to section 8.31, subdivision 3, for each separate violation of the Minnesota statutes identified in counts I through III;

5. Awarding the State its costs, including litigation costs, costs of investigation, and attorneys' fees, as authorized by section 8.31, subdivision 3a; and

6. Granting such further relief as provided by law or equity or as the Court deems appropriate and just.

Dated: July 15, 2026

Respectfully submitted,

KEITH ELLISON
Attorney General
State of Minnesota

s/ Emily Scholtes Dykstra
EMILY SCHOLTES DYKSTRA
Assistant Attorney General
Atty. Reg. No. 0398939

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Attorneys for Plaintiff, State of Minnesota

MINN. STAT. § 549.211 ACKNOWLEDGMENT

The party on whose behalf the attached document is served acknowledges through its undersigned counsel that sanctions, including reasonable attorney fees and other expenses, may be awarded to the opposite party or parties pursuant to Minn. Stat. § 549.211.

Dated: July 15, 2026

s/ Emily Scholtes Dykstra
EMILY SCHOLTES DYKSTRA
Assistant Attorney General

EXHIBIT A

Name of Loon Product	Screenshots
Loon Air Bad Bull	 The image shows the packaging for Loon Air Bad Bull. It features a blue background with a pattern of small white triangles. At the top, the word "LOON" is in large white letters, with "AIR+" below it. Below that, it says "6% SALT NICOTINE 800+ PUFFS 3.5ML". The central graphic is a red bull's head with white horns, surrounded by splashing yellow and orange liquid. The words "Bad Bull" are written in red at the bottom.
Loon Air Berry Lemon Bubble Gum	 The image shows the packaging for Loon Air Berry Lemon Bubble Gum. It features a black background with a pattern of pink and white geometric shapes. At the top, the word "LOON" is in large white letters, with "AIR+" below it. Below that, it says "6% SALT NICOTINE 800+ PUFFS 3.5ML". The central graphic is a pink and white striped bubble gum stick with a red center, flanked by two black raspberries. The words "BERRY LEMON BUBBLE GUM" are written in yellow and pink at the bottom. A "LIMITED EDITION" label is in the top left corner.
Loon Air Cotton Candy	 The image shows the packaging for Loon Air Cotton Candy. It features a purple background with a pattern of small white triangles. At the top, the word "LOON" is in large white letters, with "AIR" below it. Below that, it says "6000 PUFFS". The central graphic is a blue and white swirl of cotton candy, with a blue Loon Air can in the center. The words "COTTON CANDY" are written in blue and pink at the bottom.

Loon Air Cotton Cloudz

LOON

NEW
LOON DISPOSABLES ▾ | RELOAD SHOTS | KING PLUTO ▾ | NEW
E-LIQUID ▾ | LOON RELOADABLE DEVICES ▾ | ZERO NICOTINE OPTIONS | SMOKE SHOP NEEDS ▾

QUICK ORDER FORM | q

LOON AIR - **COTTON CLOUDZ**
Login to view price.

DISPOSABLE (6000+ PUFFS)
Experience the classic cotton candy flavor you adore!
COMES IN 50MG NICOTINE SALT
550mAh rechargeable battery (Type C charger)
13 ML

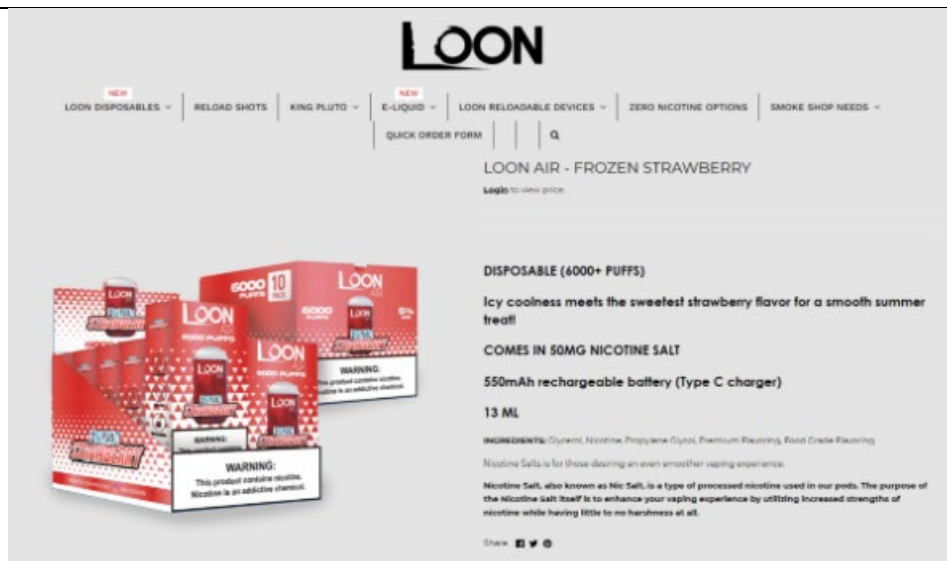
INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring, Food Grade Flavoring
Nicotine Salts is for those desiring an even smoother vaping experience.
Nicotine Salt, also known as Nic Salt, is a type of processed nicotine used in our pods. The purpose of the Nicotine Salt itself is to enhance your vaping experience by utilizing increased strengths of nicotine while having little to no harshness at all.

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Loon Air Frankenstein



Loon Air Frozen Strawberry



Loon

NEW
Loon Disposables > | RELOAD SHOTS | KING PLUTO > | NEW
E-LIQUID > | Loon Reloadable Devices > | ZERO NICOTINE OPTIONS | SMOKE SHOP NEEDS > |
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Loon Air - FROZEN STRAWBERRY
Login to view price.



DISPOSABLE (6000+ PUFFS)

Icy coolness meets the sweetest strawberry flavor for a smooth summer treat!

COMES IN 50MG NICOTINE SALT

550mAh rechargeable battery (Type C charger)

13 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring, Food Grade Flavoring

Nicotine Salt is for those desiring an even smoother vaping experience.

Nicotine Salt, also known as Nic Salt, is a type of processed nicotine used in our pods. The purpose of the Nicotine Salt itself is to enhance your vaping experience by utilizing increased strengths of nicotine while having little to no harshness at all.

Show   

Loon Air Mountain Dude



Loon Air Orange Fantasie



Loon Air Peach
Emoji

Loon Air Subzero

Loon Air Summer Lush



LOON

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LOON AIR - SUMMER LUSH

Login to view price.

DISPOSABLE (6000+ PUFFS)

A fun summer twist on the classic iced lush taste you adore! (Yum!)

COMES IN 50MG NICOTINE SALT

550mAh rechargeable battery (Type C charger)

13 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring, Food Grade Flavoring

Nicotine Salts is for those desiring an even smoother vaping experience.

Nicotine Salt, also known as Nic Salt, is a type of processed nicotine used in our pods. The purpose of the Nicotine Salt itself is to enhance your vaping experience by utilizing increased strengths of nicotine while having little to no harshness at all.

Loon Air Watermelon Frostbite



LOON

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LOON DISPOSABLES ▾ | RELOAD SHOTS | KING PLUTO ▾ | E-LIQUID ▾ | LOON RELOADABLE DEVICES ▾ | ZERO NICOTINE OPTIONS | SMOKE SHOP NEEDS ▾

QUICK ORDER FORM | | | Q

LOON AIR - WATERMELON FROSTBITE

Login to view price.

DISPOSABLE (6000+ PUFFS)

Delight in the ultimate watermelon experience with a creamy frostbite twist!!

COMES IN 50MG NICOTINE SALT

550mAh rechargeable battery (Type C charger)

13 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring, Food Grade Flavoring

Nicotine Salts is for those desiring an even smoother vaping experience.

Nicotine Salt, also known as Nic Salt, is a type of processed nicotine used in our pods. The purpose of the Nicotine Salt itself is to enhance your vaping experience by utilizing increased strengths of nicotine while having little to no harshness at all.

Loon Juice Cotton Candy

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LOON DISPOSABLES ▾ | RELOAD SHOTS | KING PLUTO ▾ | E-LIQUID ▾ | LOON RELOADABLE DEVICES ▾ | ZERO NICOTINE OPTIONS | SMOKE SHOP NEEDS ▾

QUICK ORDER FORM | | | Q

LOON JUICE - COTTON CANDY

Login to view price.

Strength
0 MG ▾

Take a trip down memory lane with this sugary summer flavor, complete with a cool twist!

USE WITH TYPHOON 0.6ohm PODS FOR BEST RESULTS

Available in 3MG and 6MG

VG70/PG30

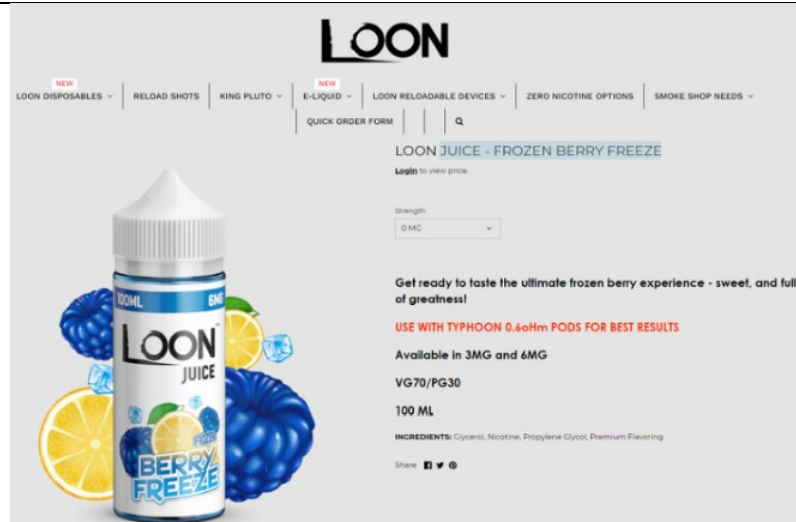
100 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring

Share   



Loon Juice Frozen Berry Freeze



Loon

NEW LOON DISPOSABLES ▾ RELOAD SHOTS KING PLUTO ▾ NEW E-LIQUID ▾ LOON RELOADABLE DEVICES ▾ ZERO NICOTINE OPTIONS SMOKE SHOP NEEDS ▾

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LOON JUICE - FROZEN BERRY FREEZE

Login to view price.

Strength: 0 MG ▾

Get ready to taste the ultimate frozen berry experience - sweet, and full of greatness!

USE WITH TYPHOON 0.6ohm PODS FOR BEST RESULTS

Available in 3MG and 6MG

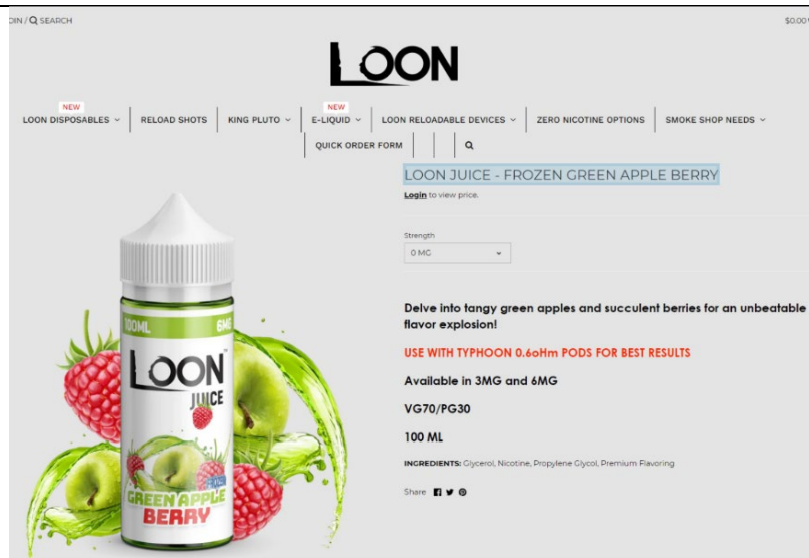
VG70/PG30

100 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring

Share: [Facebook](#) [Twitter](#) [Instagram](#)

Loon Juice Frozen Green Apple Berry



ON / Q SEARCH 9000

Loon

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LOON JUICE - FROZEN GREEN APPLE BERRY

Login to view price.

Strength: 0 MG ▾

Delve into tangy green apples and succulent berries for an unbeatable flavor explosion!

USE WITH TYPHOON 0.6ohm PODS FOR BEST RESULTS

Available in 3MG and 6MG

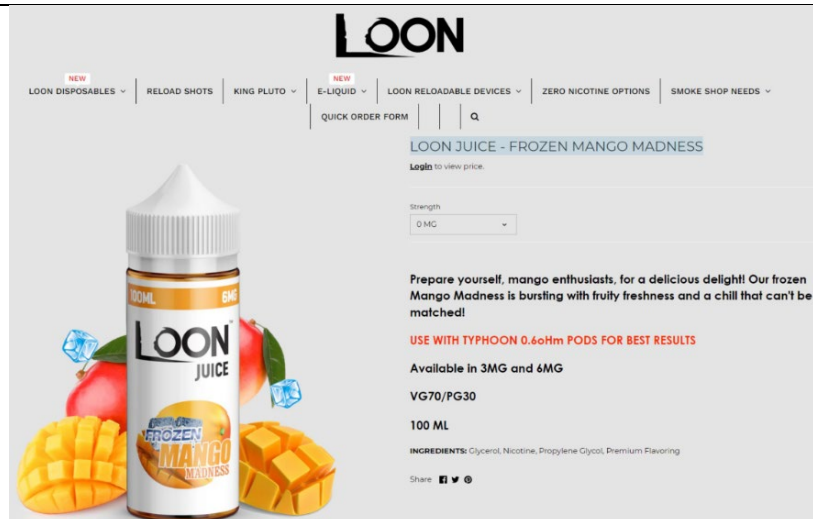
VG70/PG30

100 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring

Share: [Facebook](#) [Twitter](#) [Instagram](#)

Loon Juice Frozen Mango Madness



Loon

NEW LOON DISPOSABLES ▾ RELOAD SHOTS KING PLUTO ▾ NEW E-LIQUID ▾ LOON RELOADABLE DEVICES ▾ ZERO NICOTINE OPTIONS SMOKE SHOP NEEDS ▾

QUICK ORDER FORM | | Q

LOON JUICE - FROZEN MANGO MADNESS

Login to view price.

Strength: 0 MG ▾

Prepare yourself, mango enthusiasts, for a delicious delight! Our frozen Mango Madness is bursting with fruity freshness and a chill that can't be matched!

USE WITH TYPHOON 0.6ohm PODS FOR BEST RESULTS

Available in 3MG and 6MG

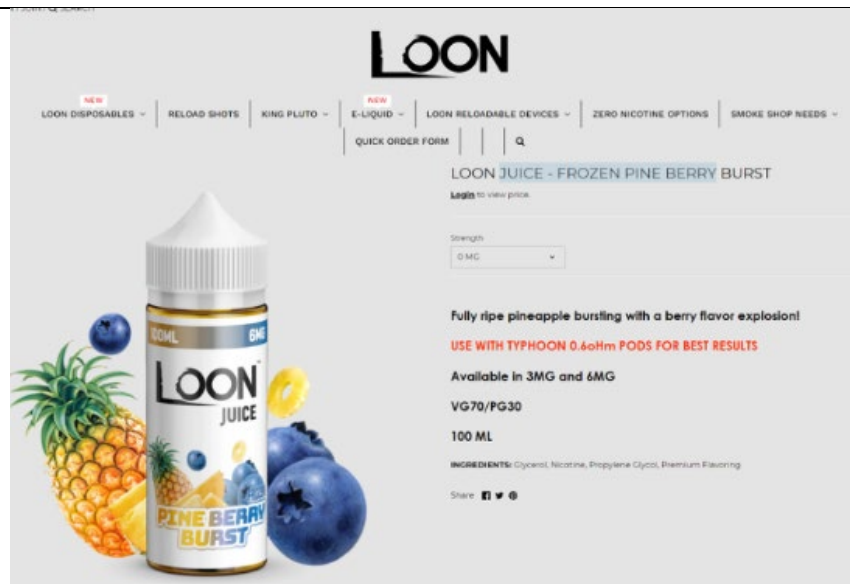
VG70/PG30

100 ML

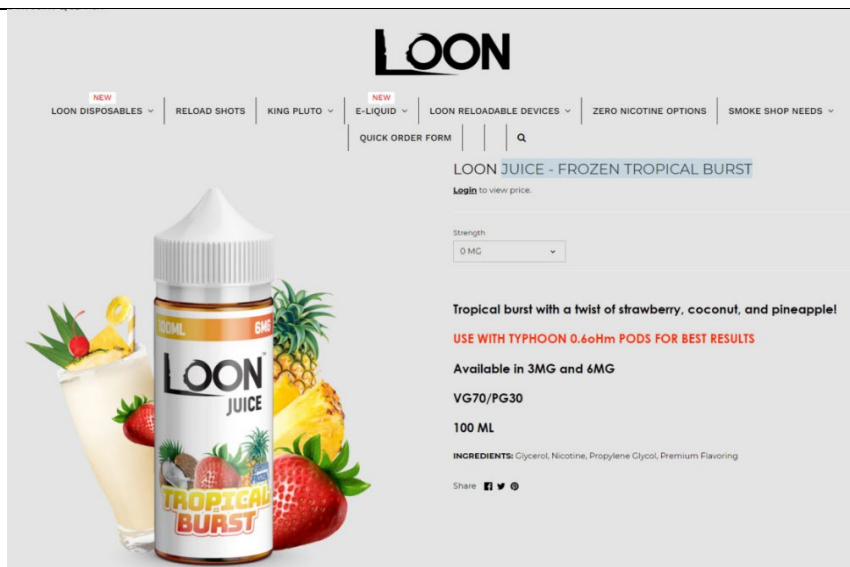
INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring

Share: [Facebook](#) [Twitter](#) [Instagram](#)

Loon Juice Frozen
Pine Berry Burst



Loon Juice Frozen
Tropical Burst



Loon Juice Frozen
Watermelon
Limeade Slushy

LOG IN / JOIN / Q SEARCH \$0.00

LOON

NEW LOON DISPOSABLES - RELOAD SHOTS KING PLUTO - NEW E-LIQUID - LOON RELOADABLE DEVICES - ZERO NICOTINE OPTIONS SMOKE SHOP NEEDS -

QUICK ORDER FORM | Q

LOON JUICE - FROZEN WATERMELON LIMEADE SLUSHY
Login to view price.

Strength
0 MG

We took two of our tastiest flavors and mixed them together to whip up this banging watermelon limeade sensation!

USE WITH TYPHOON 0.6ohm PODS FOR BEST RESULTS

Available in 3MG and 6MG

VG70/PG30

100 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring

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Loon Juice
Pomegranate
Lemon Drop

NEW LOON DISPOSABLES - RELOAD SHOTS KING PLUTO - NEW E-LIQUID - LOON RELOADABLE DEVICES - ZERO NICOTINE OPTIONS SMOKE SHOP NEEDS -

QUICK ORDER FORM | Q

LOON JUICE - POMEGRANATE LEMON DROP
Login to view price.

Strength
0 MG

A delicious blend of zesty lemon and tangy pomegranate that packs a flavorful punch!

USE WITH TYPHOON 0.6ohm PODS FOR BEST RESULTS

Available in 3MG and 6MG

VG70/PG30

100 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring

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Loon Juice
Strawberry
Popsicle

LOON

NEW LOON DISPOSABLES - RELOAD SHOTS KING PLUTO - NEW E-LIQUID - LOON RELOADABLE DEVICES - ZERO NICOTINE OPTIONS SMOKE SHOP NEEDS -

QUICK ORDER FORM | Q

LOON JUICE - STRAWBERRY POPSICLE
Login to view price.

Strength
0 MG

This vape offers the perfect blend of juicy strawberries and refreshing ice. Enjoy the fruity flavor without any of the guilt. (No more melting popsicle stains!)

USE WITH TYPHOON 0.6ohm PODS FOR BEST RESULTS

Available in 3MG and 6MG

VG70/PG30

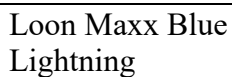
100 ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring

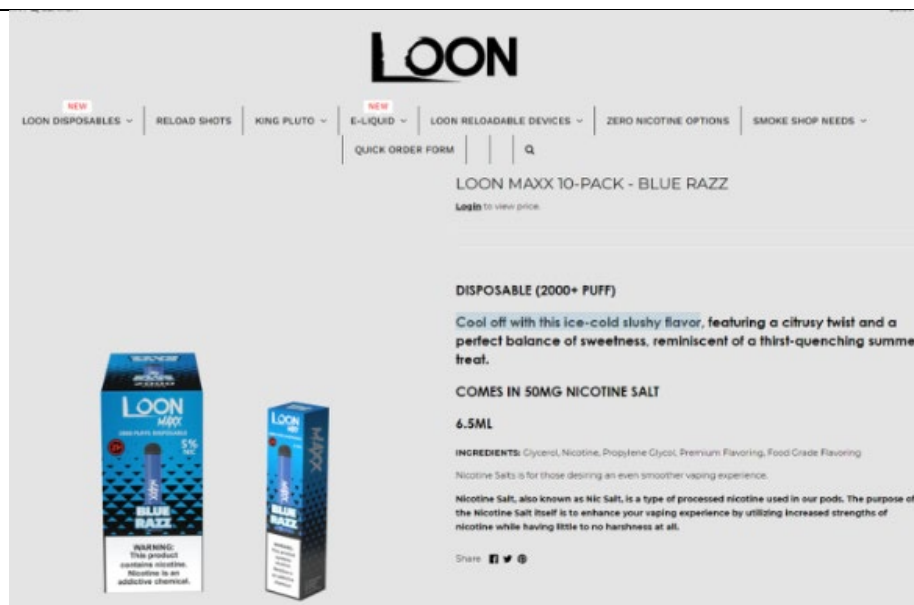
Share | | |



Loon Juice Vanilla Custard	
Loon Maxx Apple Berry	
Loon Maxx Banana Taffy	



Loon Maxx Blue Razz



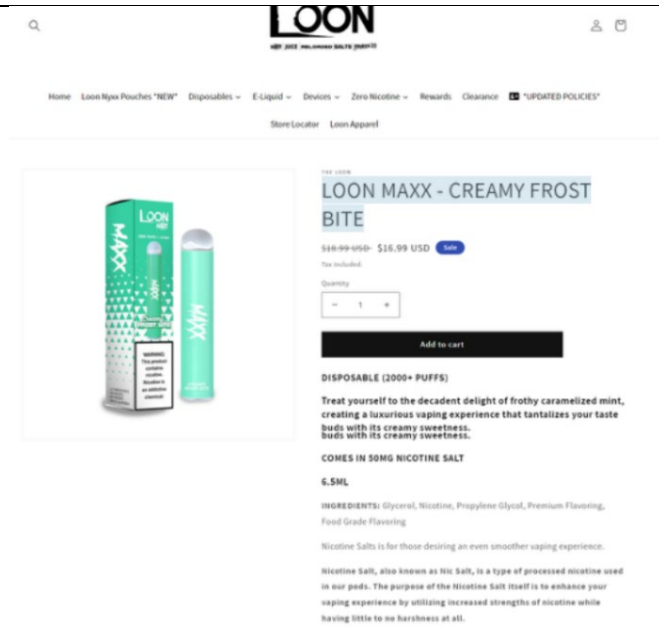
Loon Maxx Blue Razz Slushy



Loon Maxx Bowzer Berry



Loon Maxx
Creamy Frost Bite



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Store Locator Loon App

LOON MAXX - CREAMY FROST BITE

\$18.99 USD - \$16.99 USD **Sale**

Tax Included

Quantity: 1

Add to cart

DISPOSABLE (2000+ PUFFS)

Treat yourself to the decadent delight of frothy caramelized mint, creating a luxurious vaping experience that tantalizes your taste buds with its creamy sweetness.

COMES IN 50MG NICOTINE SALT

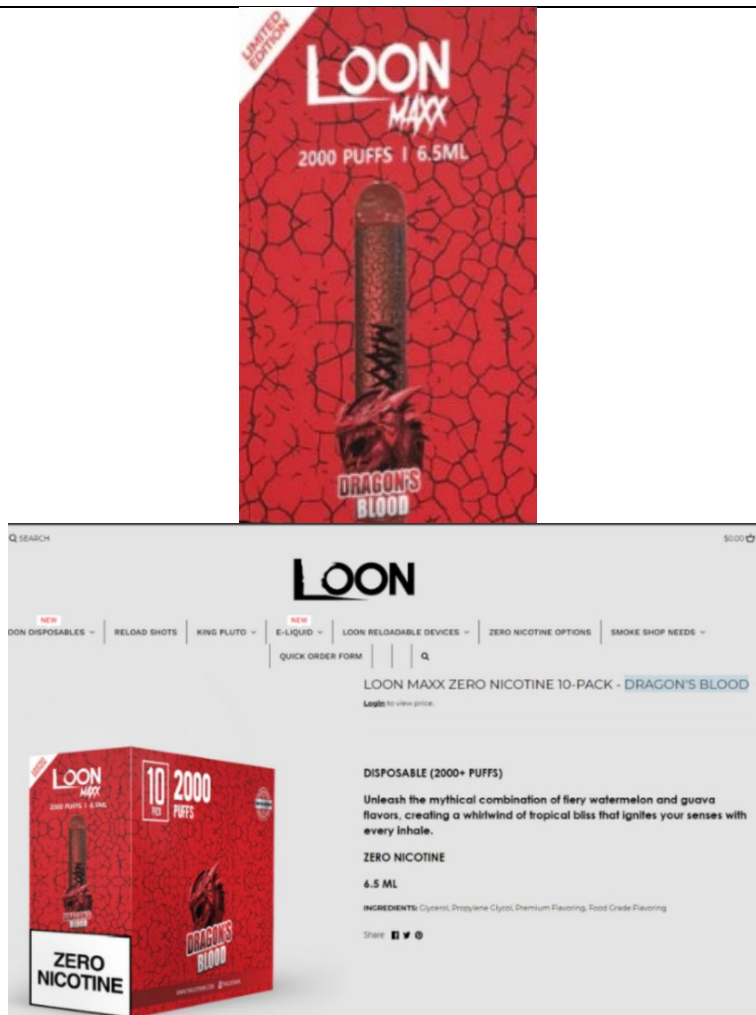
6.5ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring, Food Grade Flavoring

Nicotine Salt is for those desiring an even smoother vaping experience.

Nicotine Salt, also known as Nic Salt, is a type of processed nicotine used in our pods. The purpose of the Nicotine Salt itself is to enhance your vaping experience by utilizing increased strengths of nicotine while having little to no harshness at all.

Loon Maxx
Dragon's Blood



LOON MAXX

2000 PUFFS | 6.5ML

DRAGON'S BLOOD

LOON MAXX ZERO NICOTINE 10-PACK - DRAGON'S BLOOD

DISPOSABLE (2000+ PUFFS)

Unleash the mythical combination of fiery watermelon and guava flavors, creating a whirlwind of tropical bliss that ignites your senses with every inhale.

ZERO NICOTINE

6.5 ML

INGREDIENTS: Glycerol, Propylene Glycol, Premium Flavoring, Food Grade Flavoring

Share: [Facebook](#) [Twitter](#) [Instagram](#)

Loon Maxx

Frozen Grape

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THE LOON

LOON MAXX - FROZEN GRAPE

~~\$18.99 USD~~ \$16.99 USD [Save](#)

Tax included.

Quantity

-

+

Add to cart

DISPOSABLE (2000+ PUFFS)

Chill out with this sweet and summery grape slushy flavor, complete with icy undertones that provide a refreshing and exhilarating vaping experience.

COMES IN 50MG NICOTINE SALT

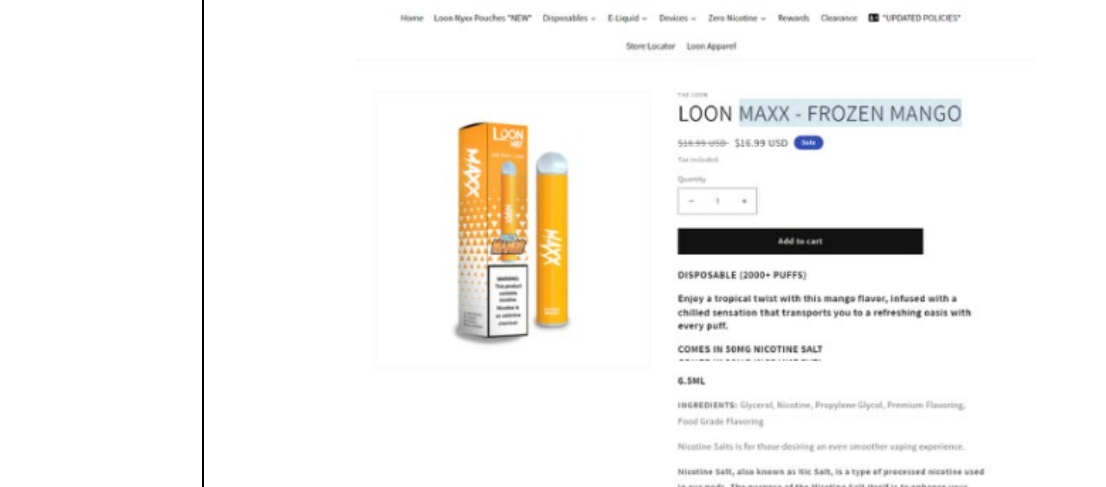
6.5ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring, Food Grade Flavoring

Nicotine Salts is for those desiring an even smoother vaping experience.

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Loon Maxx Frozen Mango



THE LOON

LOON MAXX - FROZEN MANGO

~~\$44.99 USD~~ \$16.99 USD Sale

Tax included:

Quantity: - 1 +

[Add to cart](#)

DISPOSABLE (2000+ PUFFS)

Enjoy a tropical twist with this mango flavor, infused with a chilled sensation that transports you to a refreshing oasis with every puff.

COMES IN 50MG NICOTINE SALT

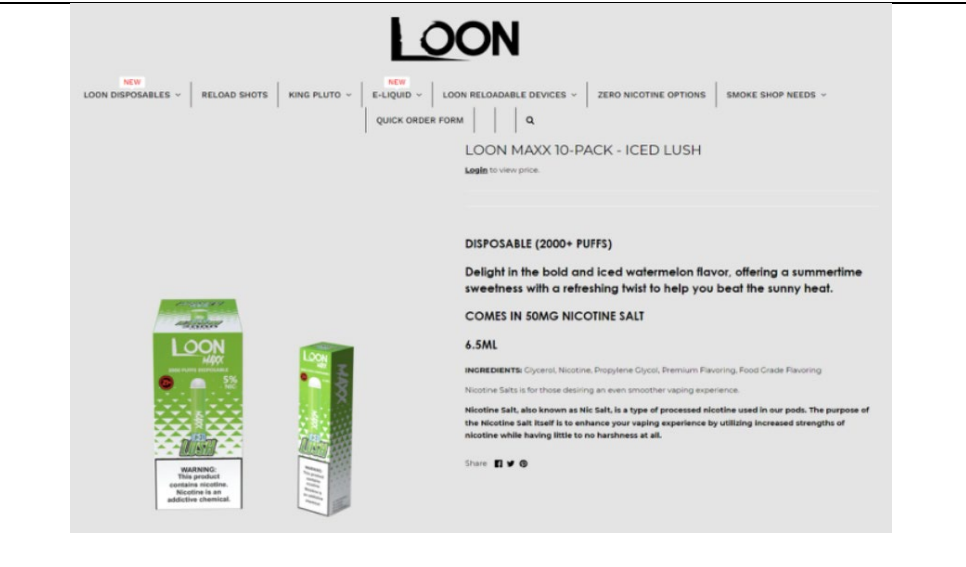
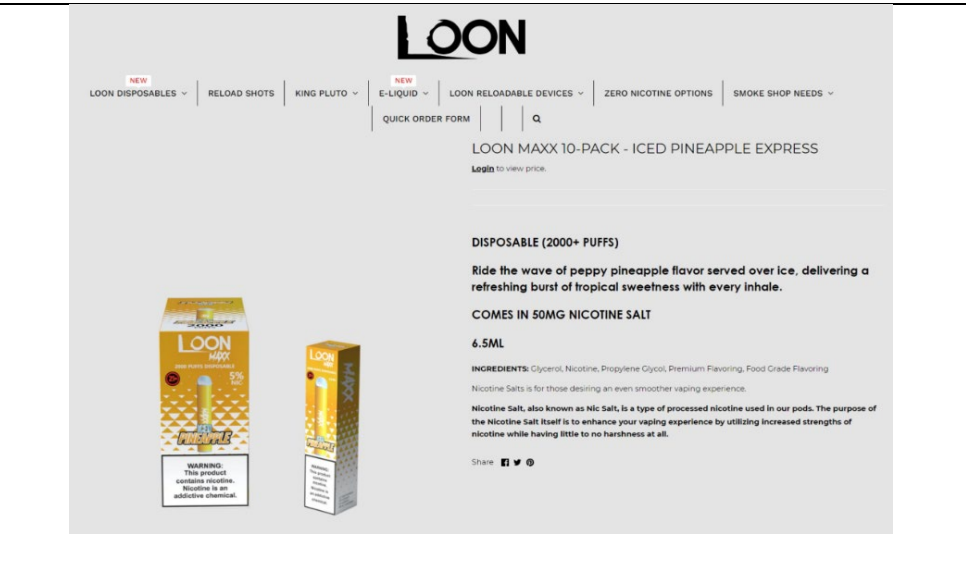
G.S.M.L

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring, Food Grade Flavoring

Nicotine Salts is for those desiring an even smoother vaping experience.

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Loon Maxx Frozen Melon	 The image shows three views of a Loon Maxx Frozen Melon package. The left and right views show the front of the package, which is green and yellow with a diamond pattern. It features the text "2000 PUFFS" and "10 mg" in a box. The center view shows the back of the package, which includes a warning label: "WARNING: This product contains nicotine. Nicotine is an addictive chemical." The package also displays the Loon Maxx logo and the flavor "FROZEN MELON BOOSTED FLAVOR".
Loon Maxx Frozen Peach	 The image shows three views of a Loon Maxx Frozen Peach package. The left and right views show the front of the package, which is orange and white with a diamond pattern. It features the text "2000 PUFFS" and "10 mg" in a box. The center view shows the back of the package, which includes a warning label: "WARNING: This product contains nicotine. Nicotine is an addictive chemical." The package also displays the Loon Maxx logo and the flavor "FROZEN PEACH".
Loon Maxx Frozen Strawberry	 The image shows three views of a Loon Maxx Frozen Strawberry package. The left and right views show the front of the package, which is red and white with a diamond pattern. It features the text "2000 PUFFS" and "10 mg" in a box. The center view shows the back of the package, which includes a warning label: "WARNING: This product contains nicotine. Nicotine is an addictive chemical." The package also displays the Loon Maxx logo and the flavor "FROZEN STRAWBERRY".
Loon Maxx Green Lightning	 The image shows three views of a Loon Maxx Green Lightning package. The left and right views show the front of the package, which is green and black with a lightning bolt pattern. It features the text "2000 PUFFS" and "10 mg" in a box. The center view shows the back of the package, which includes a warning label: "WARNING: This product contains nicotine. Nicotine is an addictive chemical." The package also displays the Loon Maxx logo and the flavor "GREEN LIGHTNING".

Loon Maxx Iced Guava	
Loon Maxx Iced Lush	
Loon Maxx Iced Pineapple	

Loon Maxx Iced
Pineapple Express

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LOON MAXX - ICED PINEAPPLE EXPRESS

\$59.99 USD - \$16.99 USD **Save**

No. included:

Quantity:

Add to cart

DISPOSABLE (2000+ PUFFS)

Ride the wave of peppy pineapple flavor served over ice, delivering a refreshing burst of tropical sweetness with every inhale.

COMES IN 50MG NICOTINE SALT

6.5ML

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring, Food Grade Flavoring.

Nicotine Salts is for those desiring an even smoother vaping experience.

Nicotine Salt, also known as Nic Salt, is a type of processed nicotine used in our pods. The purpose of the Nicotine Salt itself is to enhance your vaping experience by offering increased strength of nicotine while having little to no harshness at all.

Materials

Shipping & Returns

Dimensions

Care Instructions

Share

Loon Maxx
Merica



2000 PUFFS **10 MG** **LOON MAXX** **2000 PUFFS** **10 MG**

AMERICA **AMERICA**

WARNING: This product contains nicotine. Nicotine is an

www.theloonmaxx.com @theloonmaxx

Loon Maxx Pink



2000 PUFFS **10 MG** **LOON MAXX** **2000 PUFFS** **10 MG**

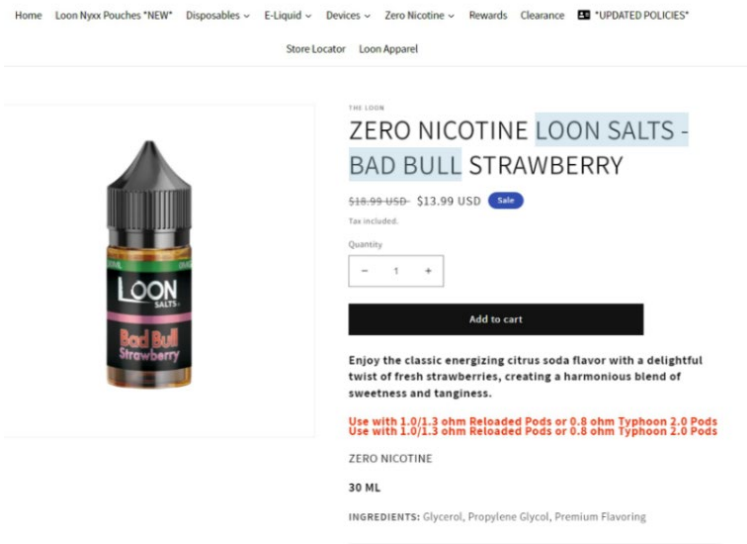
PINK **PINK**

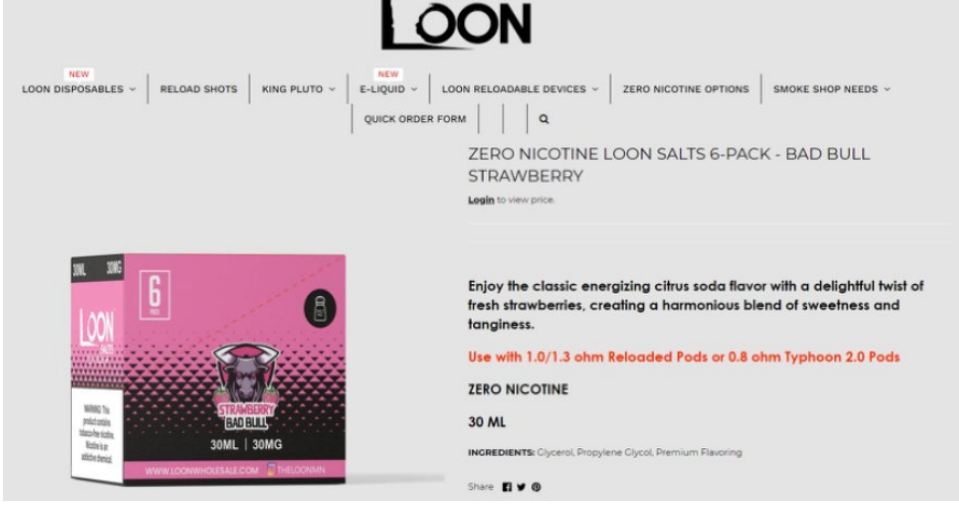
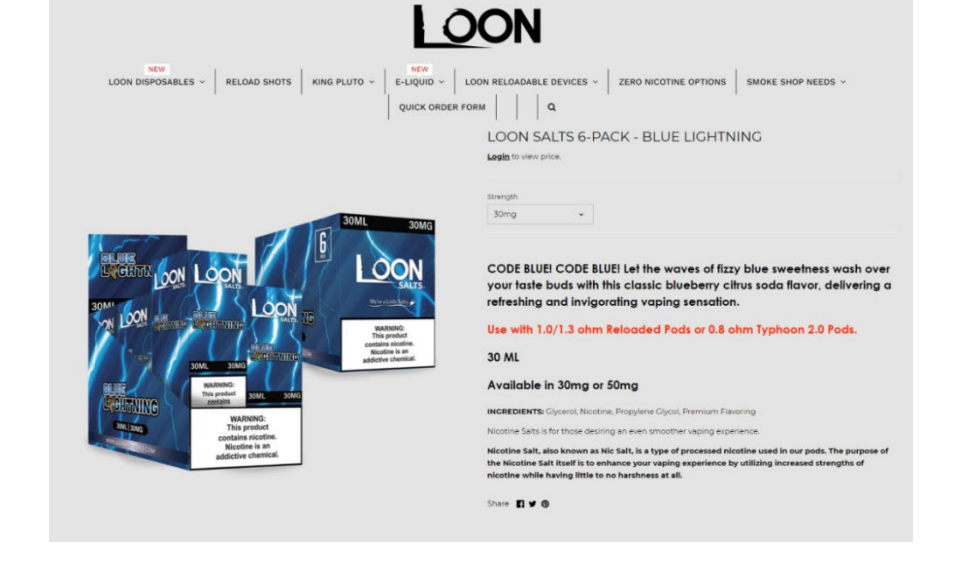
BOOSTED FLAVOR **BOOSTED FLAVOR**

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

www.theloonmaxx.com @theloonmaxx

Loon Maxx Orange Lightning	 The image shows the packaging for Loon Maxx Orange Lightning. It features a black background with bright orange lightning bolts. The text '2000 PUFFS' and '10 PCK' is prominently displayed in white. The brand name 'LOON MAXX' is at the top, and 'ORANGE LIGHTNING' is in large, stylized orange letters. A central image shows an orange disposable vape. A warning label at the bottom states: 'WARNING: This product contains nicotine. Nicotine is an addictive chemical.' The website 'WWW.LOONWHOLESALE.COM' and the Twitter handle '@THELOONMAXX' are also visible.
Loon Maxx Purple Blitz	 The image shows the packaging for Loon Maxx Purple Blitz, labeled as a 'LIMITED EDITION'. It has a brown background with a purple lightning bolt graphic. The text 'LOON MAXX' is in large yellow letters, with '2000 PUFFS DISPOSABLE' and '5% NIC' below it. The flavor 'PURPLE BLITZ' is written in large yellow letters at the bottom. A central image shows a purple disposable vape. A warning label at the bottom states: 'WARNING: This product contains nicotine. Nicotine is an addictive chemical.' The website 'WWW.LOONWHOLESALE.COM' and the Twitter handle '@THELOONMAXX' are also visible.
Loon Maxx Strawberry Bad Bull	 The image shows the packaging for Loon Maxx Strawberry Bad Bull. It features a pink background with a black and white diamond pattern. The text '2000 PUFFS' and '10 PCK' is prominently displayed in white. The brand name 'LOON MAXX' is at the top, and 'STRAWBERRY BAD BULL' is in large, stylized pink letters. A central image shows a pink disposable vape. A warning label at the bottom states: 'WARNING: This product contains nicotine. Nicotine is an addictive chemical.' The website 'WWW.LOONWHOLESALE.COM' and the Twitter handle '@THELOONMAXX' are also visible.

Loon Maxx Strawberry Lemonade	 The image shows the packaging for Loon Maxx Strawberry Lemonade. It features a vibrant pink background with a geometric pattern of triangles. At the top, the brand name 'LOON' is in large white letters, with 'MAXX' in a stylized, jagged font below it. Text indicates '2000 PUFFS 6.5ML'. The central image is a pink vape device next to a glass of strawberry lemonade with a slice of orange and a strawberry. The flavor 'Strawberry Lemonade' is written in a playful font, and 'BOOSTED FLAVORS' is at the bottom.
Loon Salts Apple Berry	 The image shows the packaging for Loon Salts Apple Berry. It has a blue and green gradient background with a geometric pattern. The text '30ML 30MG' is at the top. The flavor 'APPLE BERRY' is prominently displayed in a stylized font. A central white box contains a warning: 'WARNING: This product contains nicotine. Nicotine is an addictive chemical.' The website 'WWW.LOONWHOLESALE.COM' is at the bottom.
Loon Salts Bad Bull	No screenshots available
Loon Salts Bad Bull Grape	No screenshots available
Loon Salts Bad Bull Strawberry	 The image is a screenshot of the Loon Salts Bad Bull Strawberry product page. It shows a 30ML bottle of the e-liquid. The page title is 'ZERO NICOTINE LOON SALTS - BAD BULL STRAWBERRY'. The price is listed as '\$18.99 USD' and '\$13.99 USD' with a 'Sale' tag. There is a quantity selector set to '1' and an 'Add to cart' button. The description says: 'Enjoy the classic energizing citrus soda flavor with a delightful twist of fresh strawberries, creating a harmonious blend of sweetness and tanginess.' It also includes usage instructions: 'Use with 1.0/1.3 ohm Reloaded Pods or 0.8 ohm Typhoon 2.0 Pods' and 'Use with 1.0/1.3 ohm Reloaded Pods or 0.8 ohm Typhoon 2.0 Pods'. The ingredients listed are 'Glycerol, Propylene Glycol, Premium Flavoring'.

	 LOON NEW LOON DISPOSABLES RELOAD SHOTS KING PLUTO NEW E-LIQUID LOON RELOADABLE DEVICES ZERO NICOTINE OPTIONS SMOKE SHOP NEEDS QUICK ORDER FORM ZERO NICOTINE LOON SALTS 6-PACK - BAD BULL STRAWBERRY Login to view price. Enjoy the classic energizing citrus soda flavor with a delightful twist of fresh strawberries, creating a harmonious blend of sweetness and tanginess. Use with 1.0/1.3 ohm Reloaded Pods or 0.8 ohm Typhoon 2.0 Pods ZERO NICOTINE 30 ML INGREDIENTS: Glycerol, Propylene Glycol, Premium Flavoring Share
Loon Salts Banana Taffy	 LOON Banana Taffy 30ML 30MG WARNING: This product contains nicotine. Nicotine is an addictive chemical. www.loonwholesale.com
Loon Salts Berry Bubble Trouble	No screenshots available
Loon Salts Blue Lightning	 LOON NEW LOON DISPOSABLES RELOAD SHOTS KING PLUTO NEW E-LIQUID LOON RELOADABLE DEVICES ZERO NICOTINE OPTIONS SMOKE SHOP NEEDS QUICK ORDER FORM LOON SALTS 6-PACK - BLUE LIGHTNING Login to view price. Strength: 30mg CODE BLUE! CODE BLUE! Let the waves of fizzy blue sweetness wash over your taste buds with this classic blueberry citrus soda flavor, delivering a refreshing and invigorating vaping sensation. Use with 1.0/1.3 ohm Reloaded Pods or 0.8 ohm Typhoon 2.0 Pods. 30 ML Available in 30mg or 50mg INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring Nicotine Salts is for those desiring an even smoother vaping experience. Nicotine Salt, also known as Nic Salt, is a type of processed nicotine used in our pods. The purpose of the Nicotine Salt itself is to enhance your vaping experience by utilizing increased strengths of nicotine while having little to no harshness at all. Share

Loon Salts Blue Razz

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LOON

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LOON SALTS 6-PACK - BLUE RAZZ

Login to view price.

Strength: 30mg ▾



Cool off with this ice-cold slushy flavor, featuring a citrusy twist and a perfect balance of sweetness, reminiscent of a thirst-quenching summer treat.

Use with 1.0/1.3 ohm Reloaded Pods or 0.8 ohm Typhoon 2.0 Pods.

30 ML

Available in 30mg or 50mg

INGREDIENTS: Glycerol, Nicotine, Propylene Glycol, Premium Flavoring

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Loon Salts Blue Razz Slushy

IN / JOIN / Q SEARCH \$0.00

LOON

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QUICK ORDER FORM | Q

ZERO NICOTINE LOON SALTS 6-PACK - BLUE RAZZ

Login to view price.



Cool off with this ice-cold slushy flavor, featuring a citrusy twist and a perfect balance of sweetness, reminiscent of a thirst-quenching summer treat.

Use with 1.0/1.3 ohm Reloaded Pods or 0.8 ohm Typhoon 2.0 Pods

ZERO NICOTINE

30 ML

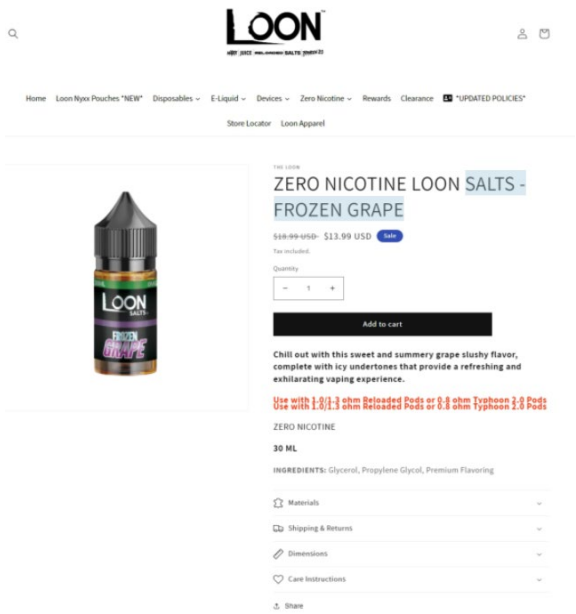
INGREDIENTS: Glycerol, Propylene Glycol, Premium Flavoring

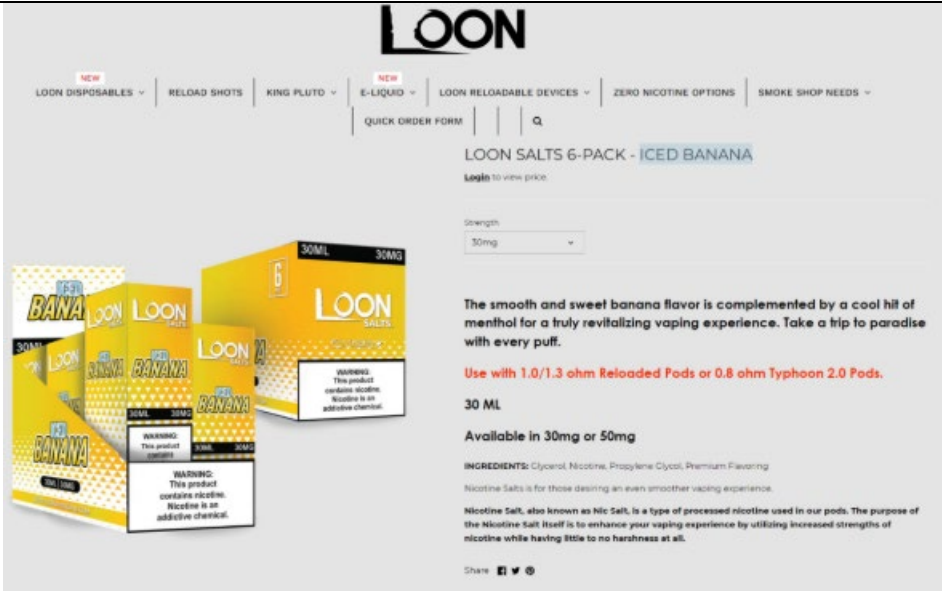
Share [f](#) [t](#) [@](#)

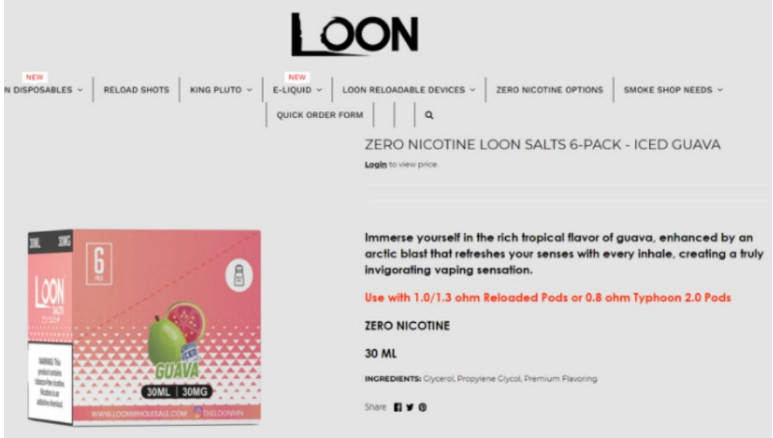
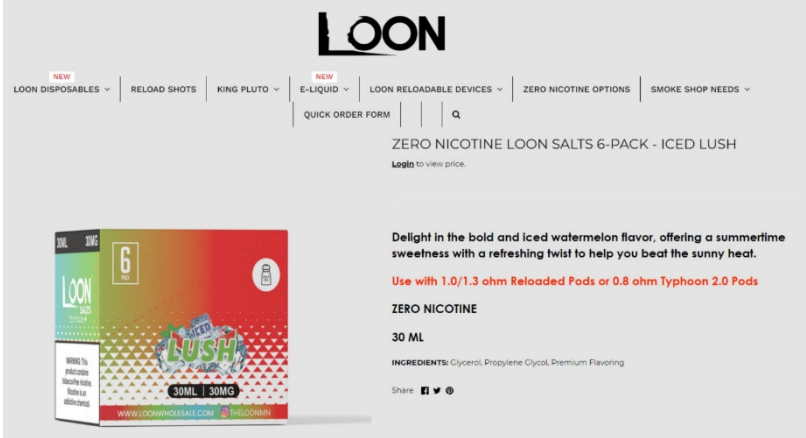
Loon Salts Bowzer Berry



Loon Salts Bubble Trouble	No screenshots available
Loon Salts Cherry Lime Soda	No screenshots available
Loon Salts Cotton Cloudz	
Loon Salts Creamy Frost Bite	
Loon Salts Dragon's Blood	

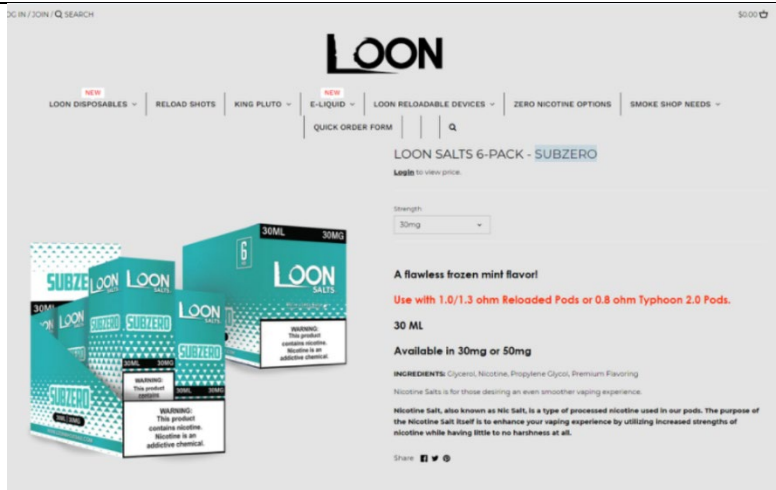
Loon Salts Frankenstein	No screenshots available
Loon Salts Frozen Grape	
Loon Salts Frozen Mango	
Loon Salts Frozen Melon	

Loon Salts Frozen Peach	
Loon Salts Frozen Strawberry	
Loon Salts Green Lightning	No screenshots available
Loon Salts Iced Banana	
Loon Salts Iced Blueberry	No screenshots available

Loon Salts Iced Guava	
Loon Salts Iced Kiwi Lemon	No screenshots available
Loon Salts Iced Lush	
Loon Salts Iced Pineapple	
Loon Salts Merica	

Loon Salts Orange Lightning	
Loon Salts Pink Lemonade	
Loon Salts Purple Blitz	
Loon Salts Rainbow Drops	

Loon Salts Subzero



Loon Salts Watermelon Fantasie



Loon Salts Watermelon Frostbite

