



Altria

Altria Group
Distribution Company

Servicing:

Philip Morris USA
U.S. Smokeless Tobacco Company
John Middleton
Helix Innovations
NJOY

June 23, 2026

Subject	Update to Helix's Certified Brand List Under MTCL 105 CMR 655.005 – Massachusetts
To	Select Direct Customers
From	Altria Group Distribution Company (AGDC) on behalf of Helix Innovations (Helix)
Purpose	On May 20, 2026, Helix announced the launch of on! PLUS™ Tobacco Flavor 12mg, with a first wholesale delivery date of August 26, 2026. The updated Attachment A, certifies that the Helix brands listed: • are not flavored tobacco products as defined by the MA Flavor Ban; and • do not have a characterizing flavor as defined by the MA Flavor Ban. As a reminder, Retailers should maintain the letter, along with the Attachment, at the retail location for inspection upon request by an agent or representative of a municipal board of health or the Massachusetts Department of Health. Further, it is up to Direct Distributors to understand and comply with any local regulations.
Wholesaler Action	Direct Customers should provide a copy of the Helix letter and the corresponding Attachment upon request from a retail customer.
Questions	If you have any questions, please contact your AGDC Representative. Thank you for your continued support.



June 23, 2026

Dear Retailer:

Helix Innovations LLC ("Helix") is providing this letter certifying the brands listed on Attachment A, as defined by 105 CMR 655.005 :

- are not flavored tobacco products; and
- do not have a characterizing flavor.

We believe that the MTCL restrictions on "flavored" tobacco products do not prevent Retailers from merchandising, advertising and selling the tobacco products listed in Attachment A to adult tobacco consumers in Massachusetts.

- As a reminder, a retailer must keep the letter at the retail location for inspection upon request by an agent or representative of a municipal board of health or the Massachusetts Department of Health. Manufacturer's letters are not required in smoking bars.
- AGDC, on behalf of Helix, will communicate to Retailers any changes or updates to Attachment A as necessary.

To the best of my knowledge, this letter, including Attachment A, is true and accurate and I, Nicholas A. MacPhee as Managing Director of Helix, am authorized on behalf of Helix to sign this letter.

A handwritten signature in black ink, appearing to read "N. MacPhee", with a stylized flourish at the end.

Nicholas A. MacPhee
Managing Director

Attachment A

Helix's Tobacco Products that Meet the Requirements of the MTCL to be Sold at Retail in Massachusetts

Helix	
on!® Original 2mg Nicotine Pouches	on! PLUS™ Tobacco Flavor 6mg
on!® Original 4mg Nicotine Pouches	on! PLUS™ Tobacco Flavor 9mg
on!® Original 8mg Nicotine Pouches	on! PLUS™ Tobacco Flavor 12mg