

Geek Bar

Manufactured by Shenzhen Geekvape Technology Co., Ltd.

Product

Description: **Geek Bar** is an e-cigarette brand established in 2015 and appears to be owned by parent company Geekvape (i.e., **Shenzhen Geekvape Technology Co., Ltd**), who also produces RAZ vapes. Geek Bar is produced in partnership with the **intellectual property** owner Guangdong **Qisitech** Co., Ltd; Qisitech operates a large “smart” manufacturing **facility** in Shenzhen, Guangdong, China. The most popular Geek Bar form factor adheres closely to the frequently emulated ElfBar shape; however, alternate designs are offered and Geek Bar Pulse features multiple vaping modes (power and regular). Geek Bar products are available in 20mg (2%) and 50mg (5%) nicotine salt concentrations, each with a 650mAh power source. Across our various data sources, we’ve noted over 20 “flavors” (i.e., Berry Trio Ice, Green Monster, Tropical Rainbow Blast, Blue Mint, Black Cherry, Blow Pop, California Cherry, Dragon Melon, Fcuking Fab, Grape Lemon, Juicy Peach Ice, Meta Moon, Mexico Mango, OMG Blow Pop, Orange Creamsicle, Sour Apple Blow Pop, Sour Apple Ice, Strawberry Banana, Strawberry Mango, White Gummy Ice, Watermelon Ice, Cherry Bomb, Grape Glow Pop, Berry Bliss). **Official marketing materials** suggest numerous additional flavors may be in or planned for production (e.g., Cola Ice, Lemon Heads, Banana Taffy Freeze). Geek Bar’s **website** highlights

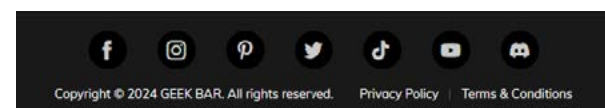


Source: <https://www.geekbar.com/download.html>

the brand’s emphasis on technological advancement and embraces high-tech space age imagery (e.g., planets). Geek Bar Pulse in particular boasts the “world’s largest display screen on a disposable vape” with a **space capsule-inspired full-screen design with captivating LED lighting effects**. Geek Bar Pulse flavors also innovatively leverage concept names resembling the zodiac (e.g., Pisces Black Cherry).

Promotion

Geek Bar’s website also points to an active presence across multiple social media platforms, including but not limited to **Facebook, Instagram, Pinterest, Twitter/X, TikTok, YouTube** and **Discord**. In addition to these social media accounts being featured on their website, they also appear on Geek



Source: <https://www.geekbar.com/>



Source: <https://x.com/geekbarvape/status/1795287331454509399>

Bar's [linktree](#), which serves as a landing page for the brand's social media links. **None of these accounts appear to be effectively age-gated.** For example, their Discord account employs self-attestation and asks "Have you reached the legal age to vape?" with only a "Yes" option and their Instagram accounts states that you must be 21 to follow the account, but content is still visible. Their YouTube account has no age-gating but has 287 videos that have collectively been viewed over 3 million times. According to [Pew Research](#), YouTube is the top social media used by teenagers, with 71% of them using YouTube daily.

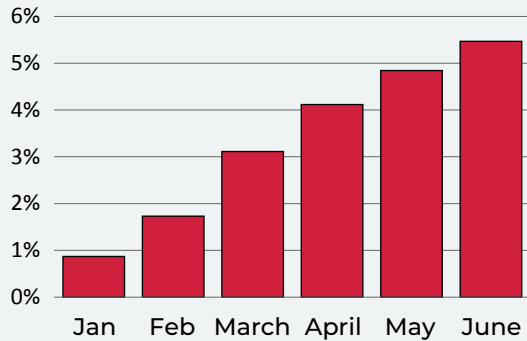
Geek Bar, and their parent company Geekvape, also appear to partner with influencers and Geekvape has been highlighted as an e-cigarette brand with among the [largest number of influencers](#). For example, Austin Lawrence—aka "Vape God"—has 4 million followers on Instagram and has been a social media influencer, [partnering](#) with Geekvape,

as early as 2019. As recently as June 2024, social media influencer [Byron Datau](#) provided product reviews of Geek Bar; he has over 180,000 followers on Instagram. One method in which Geekvape actively recruits new TikTok influencers to promote their products is via a [form](#) advertised on their homepage as "TikTok Program." Individuals apply by providing information about themselves, and their social media reach (i.e., number of followers and average number of views). Interestingly, age of the applicant is not requested in the form. Benefits listed for those accepted are "Paid collaboration opportunities, VIP perks, and product giveaways." Geek Bar encourages collection of their devices via an ongoing "Pulse Collection Award!" promotion via a [form](#) displayed on their landing page, as well as their [social media](#) platforms. In order to be eligible, an individual is required to purchase a specific quantity of Pulse devices, then post a picture of the devices on the Geek Bar Discord, and on Instagram with the tags @geekbarvape and @geekbar_official, after which the form requesting the "prize" (i.e., various gift boxes) can be submitted. Similar to the influencer form, age of the submitter is not requested.

Place

Geek Bar sales are occurring across a variety of channels including online retailers, traditional convenience stores, and vape shops. Geek Bar partners with [happy distro vape](#), a business to business vaping distributor. Geek Bar is also available on numerous online retail websites including [Vape Juice Depot](#), [White Horse Vapor](#), [Vapor Puffs](#), and [Vape Royalty](#). Analyses of monthly Nielsen market scanner documents

GEEK BAR MARKET SHARE IN C-STORES: JAN-JUN 2024



Notes: C-Stores = convenience stores.

Source: On-going CRST data analysis of Nielson market data

the sudden emergence of the brand as a top 5 selling brand in US Convenience Stores in March 2024—and sales since then continue to rapidly grow with a greater than 600% increase in unit volume from January to June 2024 in convenience stores—notably the majority of these sales (64%) are occurring in the South US Census Region.



Tobacco products for sale at a non-chain convenience store in North Carolina from July 2024.

Source: Image from ongoing CRST Point of Sale data collection.

Our Point of Sale Monitoring in CRST's Sentinel states has documented Geek Bar availability in tobacco/nicotine retailers in all six states: New Jersey, North Carolina, Kentucky, Ohio, California, and Vermont. Detailed analyses from our most recent fielding in New Jersey finds that in May

2024, 11 of the 45 e-cigarette selling stores audited carried Geek Bar. Greater availability is noted in North Carolina which was audited in July 2024; 17 of 32 e-cigarette selling stores audited had Geek Bar available for sale. It is unclear if these differences in availability are attributed to timing, regional variation and/or store type. Stores that carried Geek Bar included vape shops (NJ and NC), chain convenience stores (NC), and non-chain Mom & Pop Bodegas (NJ and NC).

Target

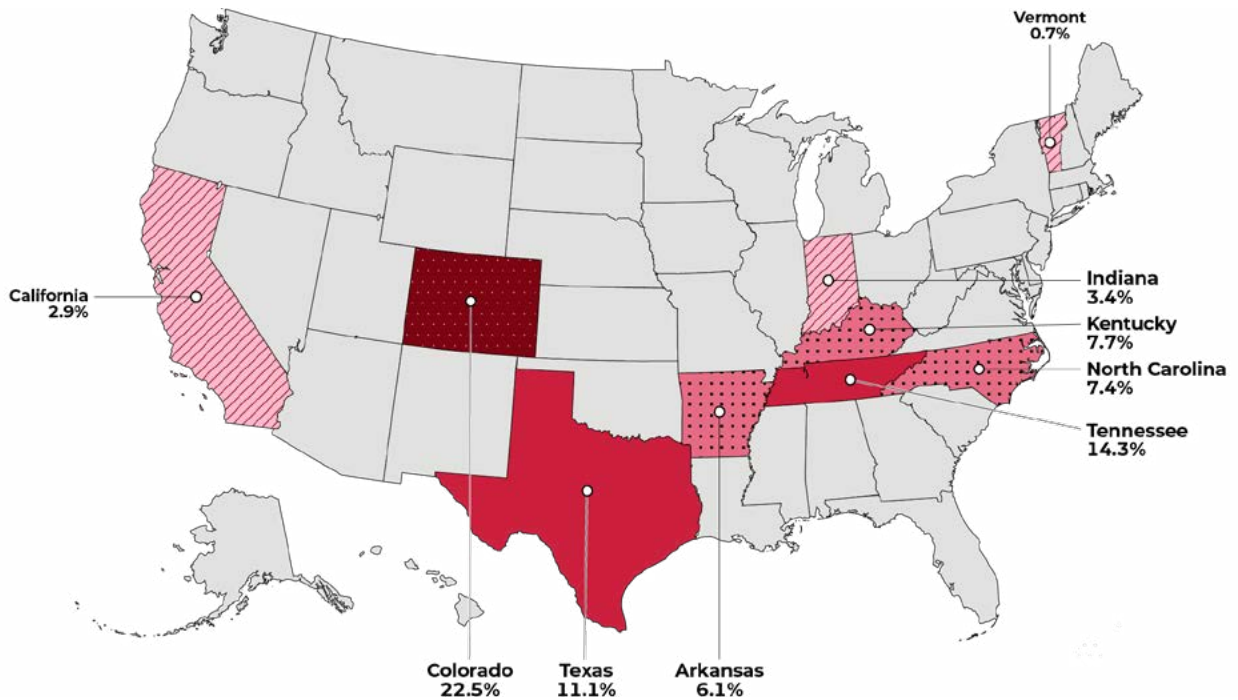
Geek Bar's marketing, including prominent use of flavors and the leveraging of social media, and their lack of effective age-gating suggests that the brand targets **young consumers**—including those under the age of 21. Triangulation across various data sources is consistent with this supposition.

First and foremost, data from our school tobacco confiscation survey—a volunteer survey of school professionals who upload images of tobacco and nicotine products being confiscated from middle and high school students across the United States. To date, we've collected data in 20 US states and have coded images of more than 1,600 tobacco and nicotine products. Geek Bar was present in nine of 20 states, with Vermont being the most recent state with 1 Geek Bar product coded among 135 tobacco/nicotine



Products collected from Colorado middle & high schools, May 2024

Source: Image from CRST Confiscated Youth Tobacco Product Survey



States with image submissions containing Geek Bar Pulse.

Data from ongoing CRST Confiscated Youth Tobacco Product Survey.



Geek Bar Pulse X, purchased by underage buyer in NJ, July 2024

Source: Image from CRST Confiscated Youth Tobacco Product Survey



Side view of the Pulse product—Photo from a California school, Feb 2024

Source: Image from CRST Confiscated Youth Tobacco Product Survey

products across nine states, which suggests that youth are using this product.

Nearly all Geek Bars confiscated from youth were from the Geek Bar Pulse line (the Meloso line was only found in Colorado). Moreover, 64 of the Geek Bar Pulse disposables were from the Astrology/Zodiac Series and the emerging popularity of Geek Bar Pulse Zodiac was commented on by participants uploading images of confiscated products. We identified 42 distinct flavors, including 12 Astrology/

products. However, in some states, Geek Bar was among the most popular brands of e-cigarette coded in the uploaded images. Indeed, Geek Bar was a top brand in Colorado (22.5%), Tennessee (14.3%) and Texas (11.1%). Overall, CRST has identified 163 Geek Bar

“At first, we were seeing Elf and ESCO Bars as the most popular. Now, we are seeing Geek Bars with Zodiac signs and colors on them”

—open ended comment

Zodiac flavors, and 17 with “ice” in the flavor name.

The data from the confiscated school product survey serves as useful proxy for youth behavior. Access and availability are important factors to consider as well. Data from FDA’s [Compliance Check Database](#) suggest that Geek Bar products have been sold to underage youth during retailer compliance checks in 2024. While the data do not report brand (and the warning letter is not yet public), the flavors for e-cigarettes are reported. Using Geek Bar’s unique flavor names, we identified what we believe to be **at least** six Geek Bar underage youth sales resulting in a warning letter for the flavors “Fcuking Fab,” “OMG Blow Pop” and “White Ice Gummy” issued to retailers in Colorado, North Carolina, Missouri, Ohio, and Texas.

Lastly, in collaboration with a Tobacco 21 enforcement and compliance research study (R01CA231139)—the New Jersey stores identified in CRST’s May 2024 Point of Sale monitoring were visited by a team of underage, 18-20 year old, covert buyers in

July 2024. A total of 27 purchase attempts were made at nine stores by six unique buyers (two of the 11 stores from the NJ May 2024 data collection were claiming to no longer carry Geek Bar). The underage covert buyers were successful on 13 of the 27 attempts (**48%**)—two stores never sold to any of the three buyers and two stores sold to all three buyers. The underage covert buyers were carded on 16 of the 27 purchase attempts (59%) and in two of those instances the sale proceeded even after the clerk checked the ID.

Of note, all 13 products purchased by the underage covert buyers were from the Geek Bar Pulse line and included a Geek Bar Pulse X. As described on their [website](#), Pulse X boasts a curved CNC display board and has “brighter lights and more advanced controls” and “delivers a starry screen—and the dots of light accompany you throughout vaping time.” Additionally, Geek Bar Pulse X has a larger battery (700mAh) and provides up to 2000 puffs compared to 1500 puffs for the Geek Bar Pulse.

Questions

Data presented in this signal analysis were compiled and analyzed in the spirit of rapid surveillance. The findings reported here are preliminary and subject to change. We thank our community partners for submitting images to the confiscated school tobacco survey. We also thank our academic collaborators for sharing their data from their NCI R01 on Tobacco 21 compliance and enforcement, with a special thanks to the Tobacco 21 covert buyers.

If you have any questions about CRST’s signal analysis of Geek Bar, or if you have encountered Geek Bar advertising or sales in your community and would like to share images or information, please visit tobaccocrst.org and scroll to the bottom of the page to contact us.