

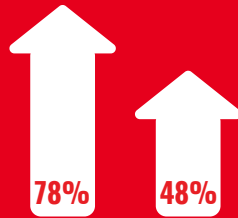
E-CIGARETTES & VAPING

Know the Facts



The e-cigarette industry targets youth.

E-cigarettes are currently the **most used tobacco product** among youth.¹ In the last year, e-cigarette use has increased by 78% among high school students and 48% among middle school students.²



E-cigarettes and e-liquids come in **over 15,000** flavors³, including Cotton Candy, Cupcake and Fruit Squirts.⁴

Youth who use e-cigarettes are more likely to start using conventional cigarettes and more likely to become daily smokers.⁵

What is JUUL?

The JUUL e-cigarette—which may contain as **much nicotine as one pack of cigarettes**⁶—has surged in popularity, increasing its sales by 600% in just one year.⁷



Drawn to the product for its flavored e-liquids and its sleek, USB stick-like design, more than 60% of youth and young adults who use JUUL were not aware of its high nicotine content.⁶

E-cigarettes are not safe.

Studies have found **at least 60** different chemical compounds in e-liquids, some of which are known to be toxic, cancer-causing and/or linked to reproductive harm or respiratory and cardiac disease.⁸

Secondhand aerosol is **not harmless** water vapor. It can contain nicotine, ultrafine particles, heavy metals and cancer-causing chemicals.⁹



The highly addictive nicotine found in e-cigarettes **slows brain development** in youth and young adults.¹



E-cigarettes do not help people quit smoking.

Although e-cigarettes are marketed as an alternative to conventional cigarettes, adult dual use of both products has actually become more prevalent.¹⁰ E-cigarettes are **not approved by the Food and Drug Administration** as a cessation device.¹¹



More than half of adult e-cigarette users are also current cigarette smokers.¹⁰