Get the facts about vaping and e-cigarettes

Vapes, MODs, e-cigs, JUULs. You know them by different names and probably recognize the sweet smell their fruity, candy flavors leave behind. But when it comes to electronic cigarettes, what you don’t know can kill you.

Consider the facts before you decide to hit a vape.

E-cigarette ‘vapor’ isn’t just water

Scientists have found more than 60 different chemicals in e-liquids and vape juice. Many of these chemicals are toxic and dangerous – chemicals that can cause cancer and hurt your lungs and heart when you breathe them. Many e-liquids also have addictive nicotine in them. In fact, one JUUL pod contains as much nicotine as a whole pack of cigarettes. That means once you start vaping, you could be hooked for life. Not only is nicotine addictive -- it can damage your brain.

No one makes sure these products are safe

You might assume someone would stop a company from selling you something that will kill you or give you cancer. Or at least that a company can’t lie to you about what’s in its products. In the case of e-cigarettes, you’d be wrong. Usually the US Food & Drug Administration (FDA) works to make sure companies follow certain safety rules and don’t make products that are bad for you. Right now the vaping industry is fighting to keep the FDA from testing its products. What do you think they have to hide?
The e-cigarette industry tries to manipulate young people

These companies exist to make money. They don’t care about your health – they care about your wallet and getting you hooked. So they dress their cigarettes up in new technology and sweet flavors like cotton candy, cupcake, and fruit. They’re desperate to make smoking look cool again, and they’ll do just about anything to convince you. They study your habits and spend money advertising on Snapchat, YouTube and TikTok. They pay celebrities and social media stars to use their products. All in an effort to get you started.

Big Tobacco companies invest in vape & e-cig companies

Why? Because they already know what health research is just starting to show: vaping makes young people much more likely to smoke regular cigarettes. And they’re making a lot of money while they get you addicted to e-cigs, too. Let’s look at one example. A pack of four JUUL pods typically costs $15.99 but can cost as much of $30 depending the popularity of the flavor. Young people addicted to JUUL can smoke as many as four pods a week – adding up to $1500 a year. No wonder Big Tobacco is betting on vapes to hook a new generation of smokers.

What can you do?

Don’t fall for it. Don’t let companies convince you to sacrifice your health so they can make money. Just because their products smell like candy doesn’t make them safe to put in your lungs. Don’t be afraid to tell your friends what you’ve learned. Good friends won’t pressure you to do something you don’t want to do and will listen to what you say.

Want to take your resistance a step further? Write to your elected officials – whether it’s your mayor, state representative, governor or senator – and ask them to write laws that stop companies from lying about the safety of their products and targeting young people. Remember: your voice and opinions matter, & politicians are accountable to people like you.