JUUL and the Vaping Epidemic

In 2018, e-cigarette use soared by 78% among American high school students, with one in five reporting some experience with vaping.¹

The increase coincides with the explosive growth of JUUL, which captured more than 75% of the e-cigarette market in 2018.²

Many teens are attracted to JUUL by its sleek design, which resembles a flash drive, and by youth-friendly flavors including Mango, Creme and Cucumber.³

Most are unaware that JUUL products contain nicotine.⁴

JUUL is Nicotine

"E-juice" used in vaping contains varying levels of nicotine, the addictive drug found in tobacco.

"JUULpods" contain nicotine salts designed to provide a faster, more potent dose than leaf tobacco. JUULpods contain 41.3mg of nicotine: the equivalent of smoking about 40 combustible cigarettes.⁵

JUUL’s success has led to a "nicotine arms race" and average nicotine levels in all brands of e-juice have more than doubled over the past 5 years.⁶

The Risks

Teens who vape are almost three times more likely to become cigarette smokers than those who don't.⁶ Nicotine use during adolescence:

- risks life long addiction
- negatively impacts learning, memory, and attention
- increases the likelihood of depression and risk-taking behavior.⁹

What to Do

- Engage teens and young adults in discussions of JUUL and vaping.
- Learn more about the risks: https://e-cigarettes.surgeongeneral.gov
- Support quit attempts: Call 1-800-NO-BUTTS, or visit https://www.nobutts.org/free-services-for-smokers-trying-to-quit.

References: