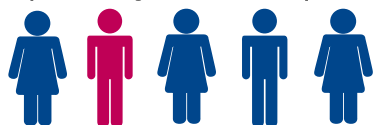


JUUL and the Vaping Epidemic

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



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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"⁶ and average nicotine levels in all brands of e-juice have **more than doubled** over the past 5 years.⁷



The Risks

Teens who vape are **almost three times more likely** to become cigarette smokers than those who don't.⁸ 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>.

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