

JUULs, Vapes and E-Cigarettes: Tackling the Youth Tobacco Epidemic

E-cigarettes are battery-powered devices that heat nicotine juice to create a vapor, which is inhaled by the user. Known as “vapes,” “e-cigs” or “JUULs,” these devices are causing a nation-wide epidemic. E-cigarettes are the mostly commonly used tobacco product among U.S. middle and high school students. **According to recent surveys, current e-cigarette use among high school students has risen from 1.7 million students in 2017 to 3.05 million students in 2018 – a staggering increase of 78%.¹**



What's a JUUL?

JUULs are the most popular brand of e-cigarettes. They're designed to look like a USB flash drive — **allowing kids to hide it from adults**. Their deceptive appearance emboldens kids to use JUULs in classrooms, hallways and bathrooms.

What's a JUUL pod?

JUULs are loaded with replaceable “pods” filled with a **potent nicotine solution** (also known as “juice”). A heating element vaporizes the solution, transforming it into an inhalable vapor.



According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 cigarettes.



The Role of Flavors

Most e-cigarettes dispense sweet or exotic-tasting vapors. Flavored products mask the harsh tobacco taste, and the **high concentrations of nicotine dramatically increase addiction potential in children**. JUUL flavors include Mango, Creme and Mint, among others.*



Young people who use e-cigarettes are **up to seven times** as likely to use other forms of tobacco.²



Harming the Brain

The nicotine in e-cigarettes can impair youth brain development, which continues until at least age 25. JUUL vapors also contain cancer-causing chemicals and heavy metals.³

What You Can Do

- Ask kids about e-cigarettes and warn of their dangers.
- Express firm expectations that kids remain tobacco-free.
- Learn about the shapes and types of e-cigarettes and learn how to spot them.
- Develop, implement and enforce tobacco-free policies at home and at school.
- Set a positive example by being tobacco-free and vape-free.



Learn more about the risks of e-cigarettes and how to prevent a lifetime of addiction at

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1. Cullen KA, Ambrose BK, Gentzke AS, Apelberg BJ, Jamal A, King BA. Notes from the Field: Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students — United States, 2011–2018. MMWR Morb Mortal Wkly Rep 2018;67:1276–1277. DOI: <http://dx.doi.org/10.15585/mmwr.mm6745a5>

2. Bold KW, Kong G, Camenga DR, Simon P, Cavallo DA, Morean ME, Krishnan-Sarin S. Trajectories of E-Cigarette and Conventional Cigarette Use Among Youth. Pediatrics; Itasca, IL: 2018. <http://pediatrics.aappublications.org/content/141/1/e20171832>.

*Image from: <https://www.mtnservice.com/juul-vaporizer-nicotine-salt-device/>

3. Metal Concentrations in e-Cigarette Liquid and Aerosol Samples: The Contribution of Metallic Coils" was written by Pablo Olmedo, Walter Goessler, Stefan Tanda, Maria Grau-Perez, Stephanie Jarmul, Angela Aherrera, Rui Chen, Markus Hilpert, Joanna E. Cohen, Ana Navas-Acien, and Ana M. Rule.