

# E-EPIDEMIC: VAPING AND YOUTH

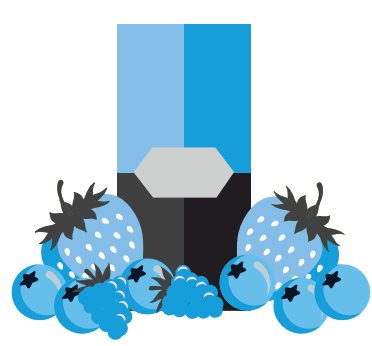
## LEARN THE FACTS

E-cigarette companies claim that their products are intended for adults. Skyrocketing prevalence rates among teens tell a different story.

The most popular e-cigarette brand is JUUL. Other manufacturers have launched similar products. Here's what you need to know about these products:



Deliver high levels of nicotine

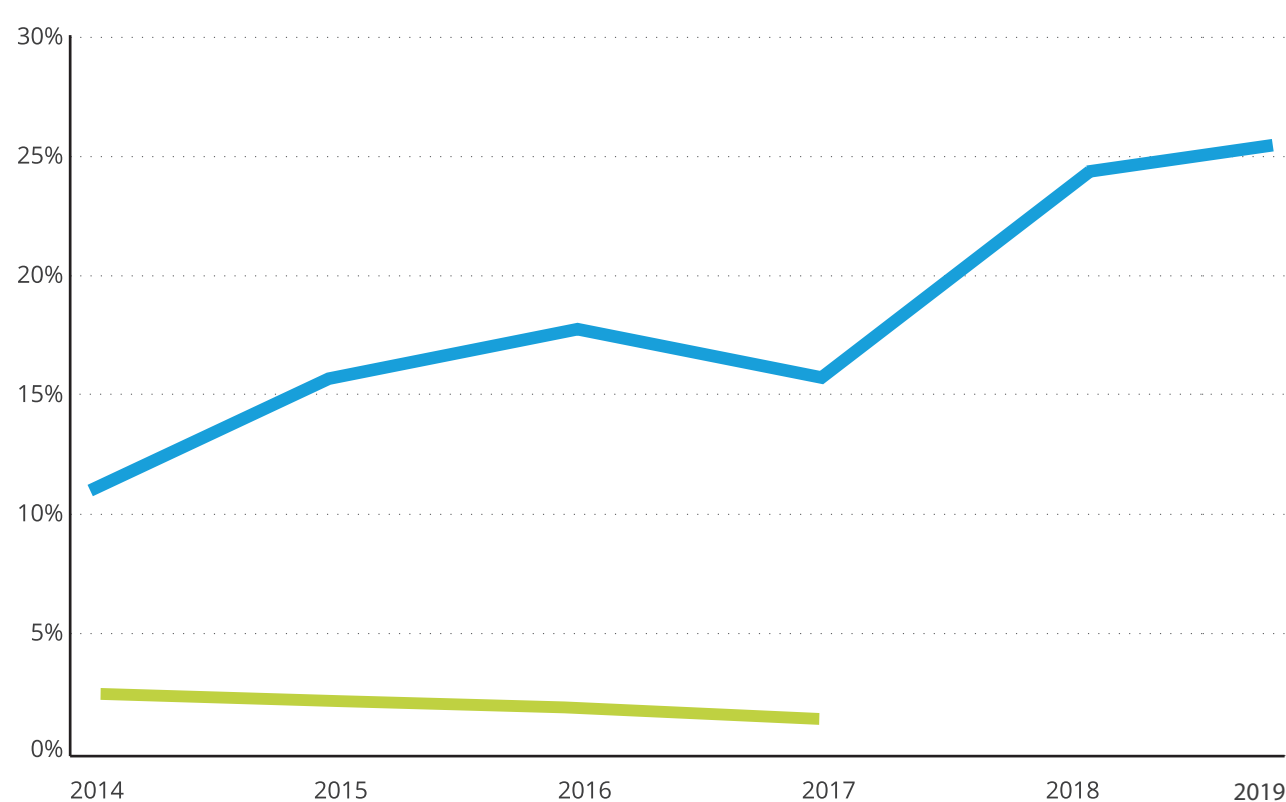


Come in a variety of flavors that appeal to teens



Easy to conceal and are even being used in schools

**E-CIGARETTE RATES**  
**FLORIDA HIGH SCHOOL STUDENTS VS. U.S. ADULTS**



In December 2018, Marlboro cigarette maker Altria purchased a stake in JUUL for \$12.8 billion. Other Big Tobacco companies, including R.J. Reynolds, have launched similar rechargeable e-cigarette devices.

In 2006, these tobacco companies were found guilty of violating civil racketeering laws (RICO) for conspiring over decades to deceive Americans about the health effects of smoking, the addictiveness of nicotine, and their marketing to youth.

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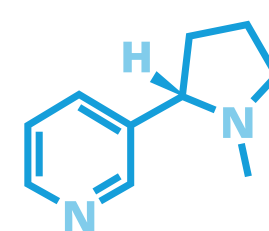
## KNOW THE RISKS

E-cigarette aerosol—aka vapor—is NOT harmless “water vapor,” as many youth mistakenly believe.

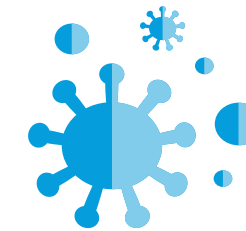
E-cigarettes can contain harmful substances:



Cancer-causing chemicals



Nicotine



Ultrafine particles



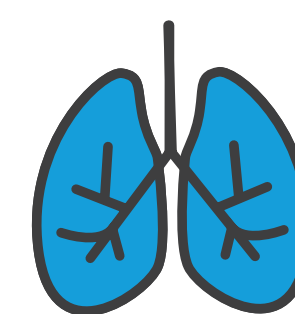
Heavy metals such as nickel, tin, and lead



Nicotine is highly addictive, and youth may feel dependent on nicotine sooner compared to adults.



Nicotine can harm brain development, which continues until about age 25. The effects include reduced impulse control, deficits in attention and cognition, and mood disorders.

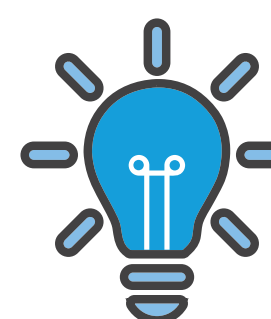


Ingredients in e-cigarette “vapor” could be harmful to the lungs in the long-term.

## GET INVOLVED



Educate yourself about this epidemic.



Dispel myths among your friends and family.



Talk to your kids or students about the serious concerns around vaping and nicotine.