



THE NEW NICOTINE GENERATION: ADAPT, EDUCATE, AND OVERCOME

The emerging nicotine product landscape is rapidly evolving. While progress has been made in reducing youth nicotine use, tobacco companies continue to create new unsafe products that entice youth and young adults. Now more than ever, it's important for adults to catch up on the latest information regarding these products.



E-cigarette companies continue to create a new generation of nicotine products.

Cigarettes are almost entirely gone from Florida schools, giving way to these newer products that are still harmful and highly addictive. 0.9% of middle and high schoolers smoke conventional cigarettes currently.



Youth e-cigarette use has slowed since its peak in 2019. **In 2025, 12.8% of high schoolers and 4.5% of middle schoolers are currently using electronic vapor products.**



The new generation of nicotine products are gaining popularity and putting youth at risk. Tobacco companies are heavily investing in oral nicotine products and "heat-not-burn" devices.



Disposable e-cigarettes continue to be one of the most common tobacco products used amongst young people. Nationally, the money spent today on e-cigarettes is more than 5x what it was in 2020.



These new and emerging products are not safe alternatives to tobacco and pose serious health risks. Nicotine can alter the brain's development in those under the age of 25. Using nicotine in your teens may also increase risk for future addiction to other drugs.



Tobacco Free Florida is encouraging you to stay educated and have conversations with youth and young adults about the risks these new and emerging products pose to their health. **You can help prevent a lifetime of addiction to tobacco and nicotine.**

To learn more, visit:
TobaccoFreeFlorida.com/NewNicotineGeneration.

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