



THE NEW NICOTINE GENERATION: ADAPT, EDUCATE, AND OVERCOME

WHAT PARENTS NEED TO KNOW

WHAT IS IT



- The new generation of nicotine products have emerged and are **rapidly growing in popularity**.
- Though the increase in youth e-cigarette use rates has slowed, in 2025, **12.8% of high schoolers and 4.5% of middle schoolers** are still using e-cigarettes.
- Youth and young adults today face new threats for nicotine addiction, including e-cigarettes and new, emerging **oral nicotine products**.

WHY IT MATTERS



- **The brain develops until about age 25** and is more vulnerable to nicotine's effects, including reduced impulse control, attention and cognition deficits, and mood disorders.
- Using nicotine in your teens may also **increase risk for future addiction** to other drugs and tobacco products.
- Oral nicotine products, which are growing in popularity, often contain the **same kinds of fruity flavors** that have been proven to increase the likelihood of youth experimentation.

ACTIONS YOU CAN TAKE



- As a parent, you have an **important role in protecting your kids** from a lifetime of addiction to nicotine.
- **Talk to other adults in your community** – like parents, teachers and coaches – about the new generation of nicotine products youth are using.
- **Have open conversations with your child** about the dangers of nicotine use.
- **Familiarize yourself with the new generation of products** youth are using so you'll know them when you see them.
- As a parent, if you are concerned about a youth using e-cigarettes, **raise the issue to their pediatrician**.

To learn more, visit
TobaccoFreeFlorida.com/NewNicotineGeneration.

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