



A Closer Look at Vaping



Youth E-Cigarette use in the U.S.



From 2011 to 2018, past 30-day use of e-cigarettes increased

more than **13X** for high school students (1.5% to 20.8%)

more than **8X** for middle school students (0.6% to 4.9%)



3.6 Million

U.S. middle and high school students were **past 30-day e-cigarette** users in 2018



including about

1 in 5

high school students



Nicotine is a potential gateway drug that primes the brain for other addictions, affects impulse control and learning, causes mood disorders and changes the adolescent brain.



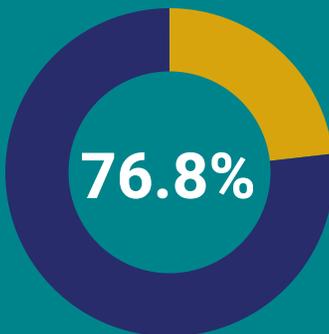
Nearly all vape devices, including Juuls, contain nicotine, which is highly addictive and toxic to the human body.



Not a Cessation Device!



Among adult past 30 day e-cigarette users



were also current cigarette smokers (i.e., "dual users") in 2012/2013



Currently the **evidence is insufficient** to conclude that ENDS are effective for smoking cessation



Seven medicines are approved by the FDA for smoking cessation, and **ENDS are NOT** one of them.



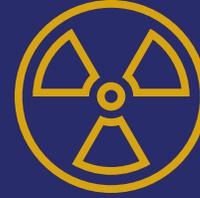
In addition to nicotine, ENDS **aerosols** can contain **heavy metals**, ultrafine particulate, and **cancer-causing agents** like acrolein



Some ENDS manufacturers claim that the use of certain chemicals, and food flavorings are safe because they meet FDA standards. However the standards for these additives is for use in foods, **NOT for inhalation.**

Electronic Nicotine Delivery Systems are aggressively marketed using similar tactics as those proven to lead to youth cigarette smoking.

Although the advertisement of cigarettes has been banned from television in the United States since 1971, ENDS are now **marketed** on **television** and other mainstream **Social Media** Networks.



The original messaging about ENDS indicated that it was 'harmless water vapor', but it's really an **aerosol**, and many of the products tested contain **toxic chemicals**, including **formaldehyde** and **heavy metals**.

Some ENDS companies are using techniques similar to those used by cigarette companies that have been shown in the 2012 Surgeon General's Report to **increase use** of cigarettes **by youth**, including: candy-flavored products; youth-resonant themes such as rebellion, glamour, and sex; celebrity endorsements; and sports and music sponsorships.



"We do not claim for Juul to be a cessation product..." Monsees (the CEO of Juul) said.

JUUL Laboratories sales **increased 641%** from 2016 (2.2 million) to 2017 (16.2 million)



Spending on **advertising** of ENDS **tripled** each year from 2011 to 2013. Sales of ENDS also increased dramatically over a similar period.

