A Closer Look at Vaping

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, 76.8% 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. In addition to nicotine, ENDS aerosols can contain heavy metals, ultrafine particulate, and cancer-causing agents like acrolein. Seven medicines are approved by the FDA for smoking cessation, and ENDS are NOT one of them. 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.