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:

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**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**

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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

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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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Tobacco Free Florida is your trusted resource for credible and accurate information about the youth vaping epidemic. Learn more at tobaccofreeflorida.com/eeepidemic.