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:

**LEARN THE FACTS**

- 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

**KNOW THE RISKS**

- 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

- Nicotine is highly addictive, and youth may feel dependent on nicotine sooner compared to adults
- Nicotine can harm brain development, which continues into the early to mid-20s, and the effects include reduced impulse control, deficits in attention and cognition, and mood disorders
- Ingredients in e-cigarette “vapor” could be harmful to the lungs in the long-term

**E-CIGARETTE RATES**

(FLORIDA HIGH SCHOOL STUDENTS VS. U.S. ADULTS)

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.

In Florida high schools, the prevalence of e-cigarette use among students has increased steadily from 2014 to 2018, reaching 30% in 2018. This rate is significantly higher than among adults in the U.S., where the prevalence is much lower.

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