



DIVERSITY, PREVENTION & INTERVENTION

7 THINGS E-CIG/VAPE COMPANIES DON'T WANT YOU TO KNOW

from DoSomething.org and CVS Health Foundation

Adapted by: United Way of Broward County –

Commission on Behavioral Health & Drug Prevention

#1

E-cigs (like JUUL) contain nicotine, cancer-causing chemicals, metals, and other chemicals found in regular cigarettes.

E-cigs and vape pens have more health risks for youth users than people realize.

And while fruit-flavored e-cigs smell good, young people who smoke them may be exposed to even more cancer-causing chemicals.



#2

Nicotine is especially addictive for teens, and can increase anxiety levels.

Nicotine is addictive especially for teens.

The younger a person is when they try nicotine, the greater the risk of addiction.

While many people smoke to relax, e-cigs like JUUL actually have the opposite effect.



#3

1 JUUL pod contains the same amount of nicotine as an entire pack of 20 cigarettes!

That's why JUUL is banned in the European Union – it contains 3x more nicotine than the legal limit there.

The US doesn't have those same restrictions, but it's clear these nicotine levels are dangerously high.



#4

Smoking e-cigs can harm teen brain development, which continues into the early to mid-20s.

Everyone knows cigarettes are terrible for you – we're now finding out e-cigs are addictive and contain harmful chemicals.

“Predatory Marketing” is when companies intentionally market harmful products to specific groups. In this case, vape and e-cig companies like JUUL use predatory marketing to try and get teens hooked.



#5

Some e-cigs like JUUL were designed intentionally to resemble everyday items like USB drives, pens and markers.

E-cigs and JUUL are supposedly intended to be a less-toxic alternative for adults struggling to kick their regular cigarette habit.

But digging deeper into marketing, e-cig companies are using any means necessary to get young non-smokers started and hooked.



#6

Flavored regular cigarettes are banned because they get teens addicted. But flavored e-cigs are still on the market.

The FDA has taken action involving 17 companies that have designed products with packaging that could appeal to children.

Makers of e-cigarette and vaping liquids like One Mad Hit Juice Box, V'Nilla Cookies & Milk, Unicorn Cakes and other products have stopped selling the,

But there are more than 15,000 flavored e-cig products and flavors are one of the main reasons young e-cig users say they use e-cig products.



#7

E-cigarette aerosol is NOT harmless “water vapor.”

The e-cig aerosol that users breathe from the device can contain harmful substances including ultrafine particles that can be inhaled deep into the lungs.

It is difficult for consumers to know what e-cigarette products contain.

Some e-cigarettes marketed as containing 0% nicotine have been found to contain nicotine.



TIPS TO DEAL WITH STRESS

- Talk to a counselor.
- Ask friends/family members for help.
- Set priorities. Let go of less important commitments.



- Talk to a friend, family member, teacher
- Choose an activity you like. Walk, hike, bike, dance away the tension.
- Yoga, meditation.



- Learn to say “no”. Nobody can do it all.
- EXERCISE is a great stress buster.
- Aerobic exercise is best for relieving stress.



TIPS TO DEAL WITH STRESS

- Reading, quiet time alone.
- Deep breathing and stretching.
- Eating a healthy diet.



- Get enough rest/sleep.
- Journaling
- Listen to music (calming/positive messages)



#KNOWTHEFACTS



Electronic cigarettes can be used with marijuana or CBD oil.¹

03

04

66% of teens think that there is “just flavoring” in their electronic cigarettes.²

02

Nicotine can harm adolescent brain development.¹

05

21% Florida high school students get their electronic cigarettes from convenience stores and/or gas stations.³

01

Electronic cigarettes can have nicotine levels equal to a pack of cigarettes.¹

06

41% of Broward County high school students said they have used an electronic cigarette.⁴

¹ Truth Initiative

² National Institute on Drug Abuse

³ Florida Youth Tobacco Survey 2015

⁴ Youth Risk Behavior Survey 2017



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