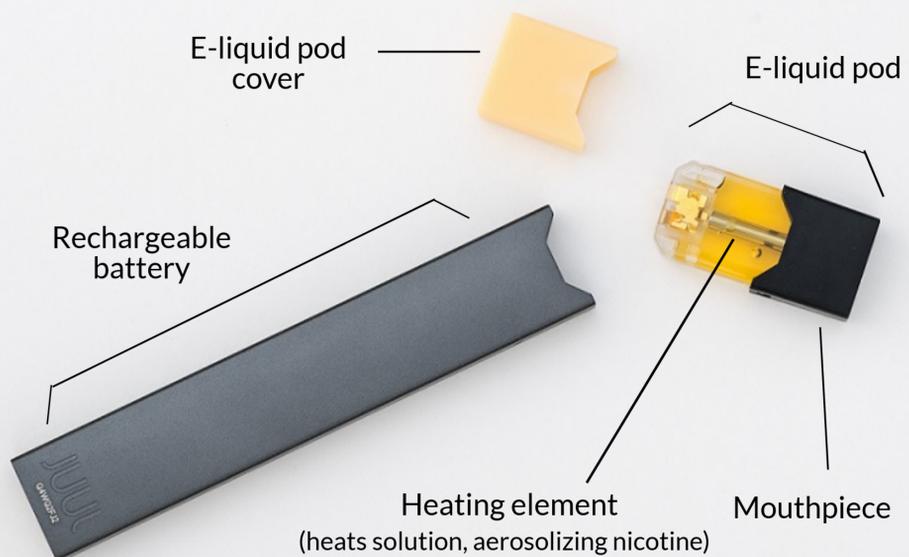




What is a JUUL?

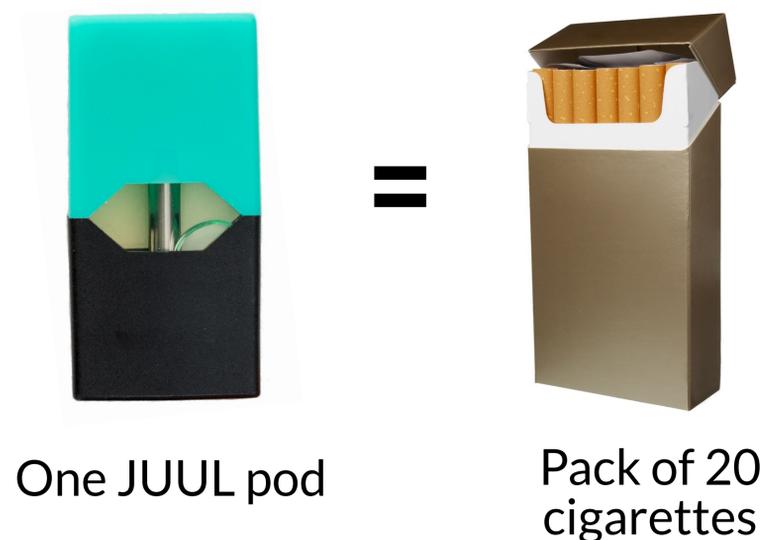


Parts of a JUUL e-cigarette

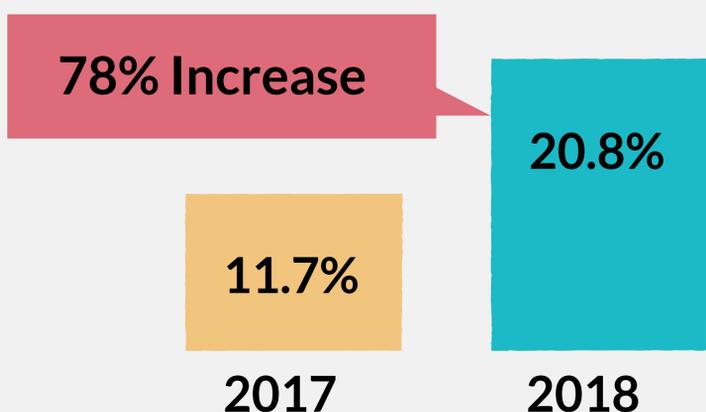
- Electronic cigarettes (e-cigarettes) are battery powered devices that deliver nicotine and flavorings to the user in the form of an aerosol.
- E-cigarettes come in many shapes and sizes.
- JUUL, the most popular e-cigarette product (it has 70% of the market share), is discrete, resembles a flash drive, and charges in a USB port.
- JUULs don't have a distinct odor or release plumes of vapor.

- A single JUUL pod (a cartridge of vape liquid) contains as much nicotine as a pack of cigarettes, or 200 cigarette puffs.
- Nicotine during adolescence can have long-term negative impacts on brain development.
- The effects of nicotine on the developing brain include reduced impulse control, deficits in attention and cognition, mood disorders, and addiction.

Amount of nicotine



Current e-cigarette use among high school students



- Nationally, e-cigarette use among middle and high school students drastically increased between 2017 and 2018.
- 1.5 million more middle and high school students are using e-cigarettes.
- Among high school students, the increase was 78%.
- Youth who use e-cigarettes are more likely to start smoking conventional cigarettes and increase use of both products.