Currently, there are NO e-cigarettes or JUULs approved by the FDA as a smoking cessation product (meaning e-cigarettes and JUUL products HAVE NOT been proven to stop cigarette or other tobacco use).

(Source: Breathe New Hampshire)

**JUUL TARGETS UNDERAGE USERS THROUGH MESSAGING AND IMAGING, MAKING JUULING LOOK COOL AND REBELLIOUS...**

Creating the future client

Knowing the dangers of JUUL and nicotine use is critical. A study from Truth Initiative found that 37% of 15-24 year old JUUL users are uncertain whether the product contains nicotine.

**ALL PODS SOLD FROM JUUL CONTAIN NICOTINE.**

Source: CAMPAIGN FOR TOBACCO-FREE KIDS

For more information go to:
tobacofreekids.org
breathenh.org
One JUUL pod contains the equivalent amount of nicotine as smoking one pack of cigarettes.

(Source: Breathe New Hampshire)

JUUL TARGETS UNDERAGE USERS THROUGH MESSAGING AND IMAGING, MAKING JUULING LOOK COOL AND REBELLIOUS...

CREATING THE FUTURE CLIENT

DON’T BE FOOLED

JUUL PRODUCTS CONTAIN NICOTINE as well as other harmful chemicals that prime our brains and bodies for addiction.

(Source: U.S. Department of Health and Human Services)

FOR MORE INFORMATION GO TO:
tobacofreekids.org
breathenh.org
THIS PRODUCT CONTAINS CHEMICALS KNOWN TO CAUSE CANCER AND BIRTH DEFECTS OR OTHER REPRODUCTIVE HARM.

(Source: JUUL Pod Box Warning)

JUUL TARGETS UNDERAGE USERS THROUGH MESSAGING AND IMAGING, MAKING JUULING LOOK COOL AND REBELLIOUS...

CREATING THE FUTURE CLIENT

JUUL POD INGREDIENTS:

- **Nicotine** — highly addictive and can impair your health.
- **Glycerol** — used in making explosives and antifreeze.
- **Propylene Glycol** — used in antifreeze and found in food, plastics, and perfume industries.
- **Benzoic Acid** — a preservative used in food.
- **Flavor** — Unknown chemicals

FOR MORE INFORMATION GO TO:
tobaccofreekids.org
breathenh.org