Working with schools and communities, in the Pemi-Baker, Newfound and Lin-Wood Regions, to prevent and reduce youth alcohol, tobacco, and other drug use and to promote healthy environments and promising futures.

E-cigarettes and JUUL

CADY's Youth Advisory and Advocacy Council
MARCH – Kick Butts Day

Kick Butts Day
Stand Out · Speak Up · Seize Control

Make Tobacco History
Ending the epidemic for good.
JUULing: Cigarettes for the Next Generation
E-cigarettes
the iPhone of vape devices
The JUUL Pod

Which flavor is your favorite?
GENERAL HEALTH BENEFITS OF SWITCHING TO THE ELECTRIC CIGARETTE

- Health benefits same as when you quit smoking
- No more smoker’s cough and phlegm
- Sense of smell is back
- Better physical stamina and cardio
- No more wheezing and tightness in chest

© 2009 K. Nacheff www.e-cigarettepedia.com
“Currently, there are NO e-cigarettes approved by the FDA as a smoking cessation product.”

Meaning e-cigarettes and JUUL products HAVE NOT been proved to stop cigarette or other tobacco use.

Source: Breathe NH
PAST Cigarette Advertisement

After all I'd heard I decided to either quit or smoke True. I smoke True.

CURRENT E-Cigarette Advertisement

WHY QUIT? SWITCH TO BLU

WHY QUIT? SWITCH TO BLU
WHAT’S IN A JUUL?

- **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.
- **Flavoring** – Unknown

“This Product Contains Chemicals Known to Cause Cancer and Birth Defects or Other Reproductive Harm.”

(Source: JUUL Pod Box)
Diacetyl = “Popcorn Lung”

Bronchiolitis Obliterans: a serious and irreversible lung disease, also known as “Popcorn Lung”
WHAT DO TEENS SAY IS IN THEIR E-CIG?³

66.0% Just Flavoring
13.7% Don’t Know
13.2% Nicotine
5.8% Marijuana
1.3% Other

Manufacturers don’t have to report e-cig ingredients, so users don’t know what’s actually in them.

Source: National Institute on Drug Abuse
Nicotine reaches the brain in 10-20 seconds. It stimulates the release of neurotransmitters adrenaline and dopamine.

1 JUUL pod = 1 pack of cigarettes

Nicotine during adolescence can disrupt the formation of brain circuits that control attention, learning, and susceptibility to addiction.
E-CIG RISK: TEENS WHO VAPE MORE LIKELY TO START SMOKING
PAX LABS
The maker of JUUL products

Take It With You

PAX goes wherever life takes you. PAX devices are designed with discretion in mind, are friendly on the odor scale, and easily fit in a pocket or handbag.

Get Empowered

Enjoy a life elevated with all the benefits a portable and easy to use vaporizer brings, without the hassle of stigma.
Marijuana Concentrated Oils

“The true dual-use vaporizer for cannabis flower and extracts.”

710 = Dabbing Oil
“THE WALL STREET JOURNAL
“Schools and Parents Fight a Juul E-Cigarette Epidemic”

“MILWAUKEE JOURNAL SENTINEL
“JUULing is the New Teen Vaping Fad Taking Over School Bathrooms”

The New York Times
“‘I Can’t Stop’: Schools Struggle With Vaping Explosion”

“CNN
“Vaping Now An Epidemic Among US High Schoolers”

TobaccoFreeKids.org

CADDY YAAC
A FAD with Consequences

CLASSROOMS: Annoying and Distracting
Fidget Spinner: 2016/2017

CLASSROOMS: Undetectable and Addictive
JUUL: 2015 - 2017/2018
HIGH TEEN EXPOSURE TO E-CIG ADVERTISING

7 in 10 exposed to ads

- Retail ads: 52.8% MIDDLE SCHOOL STUDENTS, 56.3% HIGH SCHOOL STUDENTS
- Internet ads: 35.8% MIDDLE SCHOOL STUDENTS, 42.9% HIGH SCHOOL STUDENTS
- TV/movie ads: 34.1% MIDDLE SCHOOL STUDENTS, 38.4% HIGH SCHOOL STUDENTS
- Newspaper & magazine ads: 25.0% MIDDLE SCHOOL STUDENTS, 34.6% HIGH SCHOOL STUDENTS

Source: National Institute on Drug Abuse
JUUL Advertising and Commercialization
JUUL Advertising and Commercialization
JUUL Targets Underage Users Through Messaging and Imaging, Making Juuling look cool, fun, and rebellious…

Creating the Future Client.
Social Media

#doitforjuul

Limited Edition Blush Gold

"Smoking remains the world’s number one source of preventable death... At JUUL Labs our mission is simple: Eliminate cigarette smoking throughout the world one smoker at a time."

Kevin Burns, CEO

#doit4JUUL

#JUULvapor
Retailers cannot sell any tobacco product to minors, including E-Cigarettes, Hookah, and Cigars. Effective August 8, 2016.

Learn about other federal requirements for tobacco retailers at www.fda.gov/tobacco.
$ Costs $

**JUUL Starter Kit**

$49.99

**Pod Refill**

$14.99
YAAC JUUL Truth Campaign
One JUUL pod contains the equivalent amount of nicotine as smoking one pack of cigarettes.

JUUL targets underage users through messaging and imaging, making JUULING look cool and rebellious... creating the future client.

JUUL pod ingredients:
- Menthol: highly addictive and can impair your health.
- Glycerin: used in making e-liquids and antiseptics.
- Propylene Glycol: used in antiseptics and found in food, plastics, and perfumes industries.
- Benzoic Acid: which is a preservative used in food.
- Trimethylaminomethane: unknown chemicals.

Currently, there are NO e-cigarettes or JUUL approved by the FDA as a smoking cessation product. (Source: Breathless.org)

For more information go to:
- truthinitiative.org
- breathless.org

For more information go to:
- healtheducation@cadyaac.org
- CADYAAC.org

Source: CADYAAC.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 REBELLIUS... 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)

JUUL POD INGREDIENTS:

- **Nicotine** – highly addictive and can impact your health.
- **Obatex** – used in making explosive and antifreeze.
- **Propylene Glycol** – used in antifreeze and found in food, plastic, and perfume industries.
- **Benzyl Alcohol** – a preservative used in food.
- **Flavor** – unknown chemicals

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 SMOKE OR OTHER TOBACCO USE).

(Source: Breathe New Hampshire)

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 NICHOTINE. ALL PODS SOLD FROM JUUL CONTAIN NICOTINE.

Source: Campaign for Tobacco-Free Kids

FOR MORE INFORMATION GO TO:

- tobaccofreekids.org
- breathnyc.org
- cadya.org
- cadyaac.org
- cadya.org
TO ENSURE A SAFER & HEALTHIER COMMUNITY, PREVENTION NEEDS TO BE EVERYONE’S MORAL RESPONSIBILITY!

KEEP THE CONVERSATION GOING

TAKE ACTION

EDUCATE – ENGAGE - EMPOWER
Thank You!