E-cigarettes & Vaping

The US Surgeon General defines electronic cigarettes (e-cigarettes) as "battery-powered devices that heat a liquid into an aerosol that the user inhales. The liquid usually has nicotine, an addictive product, as well as flavoring and other additives."

Vaping means using an e-cigarette or other device. It is referred to as vaping because tiny puffs or clouds of vapor are produced when using the devices.

More than 3.6 million US middle & high school students used e-cigarettes recently. (CDC)

E-cigarettes are considered tobacco products because most of them contain nicotine. (Surgeon General)

Although flavored cigarettes were banned in the US in 2009 because of their popularity with youth, e-cigarettes have fewer regulations and come in flavors that are very attractive to kids like cotton candy, mint, fruit and cinnamon. (CA DEPT OF PUBLIC HEALTH)

85% of teens who vape use flavored e-cigarettes. (Surgeon General)

JUUL is the best selling e-cigarette brand on the market. It is popular with youth because it is:

- similar in shape to a flash drive with vapor that has little smell, making it easier to use undetected.
- conveniently charged by plugging into a USB port of a laptop or computer.
- able to be personalized with various sweet flavors and decorative "skins."

American Academy of Family Physicians (AAFP)

1 Juul pod = 20 cigarettes worth of nicotine (Juul)

Studies have shown that kids who vape are 4 times more likely to use cigarettes or other tobacco products later in life. (AMERICAN JOURNAL OF MEDICINE)

Vaping: addictive, dangerous and not safe.