

"I used to keep them in my sleeve and I would yawn and it's right there. So it's pretty simple to keep it hidden."

CBS Denver

"If I knew it had nicotine at all, I wouldn't have done it. Now I'm so reliant on something I had no intention of doing."

The New York Times

"All of my friends were vaping. Everyone in my high school was addicted."

BuzzFeed News

"I remember, especially when I got home, I just kept using my own — for, like, the entire night — until I sort of felt sick in my stomach."

NPR

"Whenever I was awake, I was vaping. It was just such a habit that I didn't even understand how much I was doing it."

TODAY

5.3 MILLION

kids use e-cigarettes in the U.S.

THEY HAVE A STORY TO TELL.

"Once you become a user, you lose motivation for things. The moment I started using nicotine, it turned off my future goals completely."

NBC News

"I just sort of remember using it a bunch of times, like in a row. And there's this huge buzz-sensation-like head rush. And I just ... didn't really stop."

Kaiser Health News

"We called it 'Juul lung.' We knew it lowered our performance but we saw that as a sacrifice we were willing to make."

The New York Times

"He said to me, 'Mom, I can't quit on my own. I need help.'"

TIME

GET THE FACTS →

THE PROBLEM.

5.3
MILLION

Number of U.S. kids who used e-cigarettes in 2019 – nearly 1 million use them daily.

Juul is by far the #1 brand of e-cigarettes among youth.

135%

Increase in e-cig use among high school students, 2017-2019. The increase was 218% for middle school students.

The growth in youth e-cig use is unprecedented in the U.S.

1 in 4

More than 1 in 4 (27.5%) high school students and 1 in 10 (10.5%) middle school students use e-cigarettes.

97% of youth e-cigarette users use a flavored product.

HOW WE GOT HERE.



FLAVORS

There are 15,000+ e-cigarette flavors on the market, like gummy bear and mint. 70% of youth e-cigarette users say flavors are a key reason they vape.



MASSIVE NICOTINE DOSES

One Juul pod delivers as much nicotine as a pack of 20 cigarettes. This increases the risk of addiction among youth.



YOUTH MARKETING

A Stanford University study found Juul's launch marketing was "patently youth oriented" and later ads used the same themes as traditional tobacco marketing.

THE RISKS TO YOUTH.



E-cigarette use can cause nicotine addiction and increases teens' risk of using regular cigarettes.



Adolescent exposure to nicotine can harm the developing brain, impacting learning, memory & attention.



Youth use of nicotine products can increase risk for future addiction to other drugs.



In addition to nicotine, e-cigs can also expose users to other harmful chemicals such as formaldehyde and lead.

A note on the e-cigarette related lung illnesses

There have been more than 2,200 lung injuries and 47 deaths related to vaping; the median age of patients is just 24 years. Many of these cases have been linked to vaping THC, the psychoactive element in marijuana, but two-thirds of the patients reportedly did not exclusively use THC products.

These cases underscore the importance of preventing kids from using e-cigarettes. The CDC strongly recommends that youths, young adults, pregnant women and adults who do not currently use tobacco should not use e-cigarettes.

For the latest, visit: <https://www.cdc.gov/>

LEARN MORE

For more information, please visit:

tfk.org/ecigarettes

fightflavoredcigs.org

SEE THE STORIES →

Sources: National Youth Tobacco Survey (NYTS); Population Assessment of Tobacco and Health (PATH) Study; U.S. Surgeon General Advisory on E-cigarette Use Among Youth; Stanford Research into the Impact of Tobacco Advertising (SRITA)