14 Vaping Facts You Need To Know

**INCREASE in E-CIGARETTE USE from 2017 to 2018**

- 78% increase in high schoolers who use e-cigs
- 48% increase in middle schoolers who use e-cigs

Source: National Youth Tobacco Survey, CDC

**1 in 5** high schoolers use e-cigs. **1 in 20** middle schoolers use e-cigs.

Source: National Youth Tobacco Survey, CDC

**FLAVORS HOOK KIDS**

- 8 in 10 adolescents who vape started with flavors.

Source: American Journal of Preventive Medicine

**ADULT SMOKERS**

- 90% of adult smokers began before age 18.
- 95% of nicotine addicts began smoking before age 21.

Source: Institute for Social Research, University of Michigan

**NICOTINE’S EFFECTS on the ADOLESCENT BRAIN & BODY**

- NICOTINE is as addictive as HEROIN.
- NICOTINE changes the adolescent brain & impairs cognitive function, including working memory, processing speed, emotions, and impulse control.
- NICOTINE and other chemicals in JUULs/vapes are linked to cancer, lung disease, and heart disease & may damage other vital organs.

Sources: International Symposium on Nicotine, Cold Springs Harbor Perspectives in Medicine, Psychopharmacology

**EASY ACCESS for YOUTH ON-LINE & IN STORES**

- 12,000 convenience stores sell e-cigarettes.

Source: Business Insider

**The STATS on JUUL**

- 1 JUUL pod (450 mg nicotine) = 1 pack of cigarettes
- JUUL delivers nicotine up to 2.7x faster compared to other e-cigarettes.
- Target Marketing = "Youth-oriented" ads on homework websites, YouTube, social media & growing

Source: JUUL Labs

Source: Research Into the Impact of Tobacco Advertising, Stanford University

www.parentsagainstvaping.org