

A black and white photograph of a man with a long, dark beard, shown in profile from the chest up. He is exhaling a large, dense, and billowing cloud of white vapor that fills the right side of the frame. The background is dark, making the white vapor stand out. The man's face is partially in shadow, and his eyes are looking down.

Seeing Through the Vapor

Presented by:
Andy Duran, CEO

Lake Forest, IL
golead.co

lead

A black and white photograph of a man with a long, dark beard, shown in profile from the chest up. He is exhaling a large, dense, and intricate cloud of white vapor that fills the right side of the frame. The background is dark, making the vapor stand out. The man's face is partially in shadow, and his eyes are closed.

Seeing Through the Vapor

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Andy Duran, CEO

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lead

**BEST TIME
EVER TO GET
BRACES!**




Smile at the World
ORTHODONTICS

SmileAtTheWorld.com



LAMAR

SLEEP
UNTIL
2021

From the Makers of  VICKS[®] NyQuil[™]


YearQuil[™]

HYBERNATE



Sleep through the entire year

End 2020 Fast*



2 LiquiCaps[™]

©THEFITPHARMACIST

*CAUTION: 2021 COULD BE INCREDIBLE. TAKE AT YOUR OWN RISK.



January



February



March



April



May



June



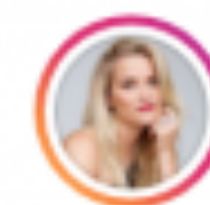
July



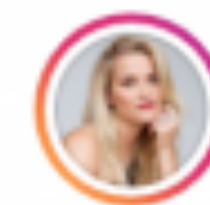
August



September



reesewitherspoon • Follow



reesewitherspoon Yup.
#2020challenge

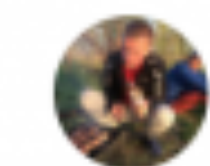
18w



farm_goddess Accurate



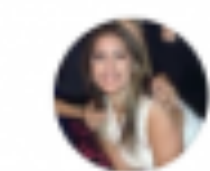
7w Reply



serzhik6917 Всегда красивая



6w Reply



andrea.ontaneda.m



6w Reply



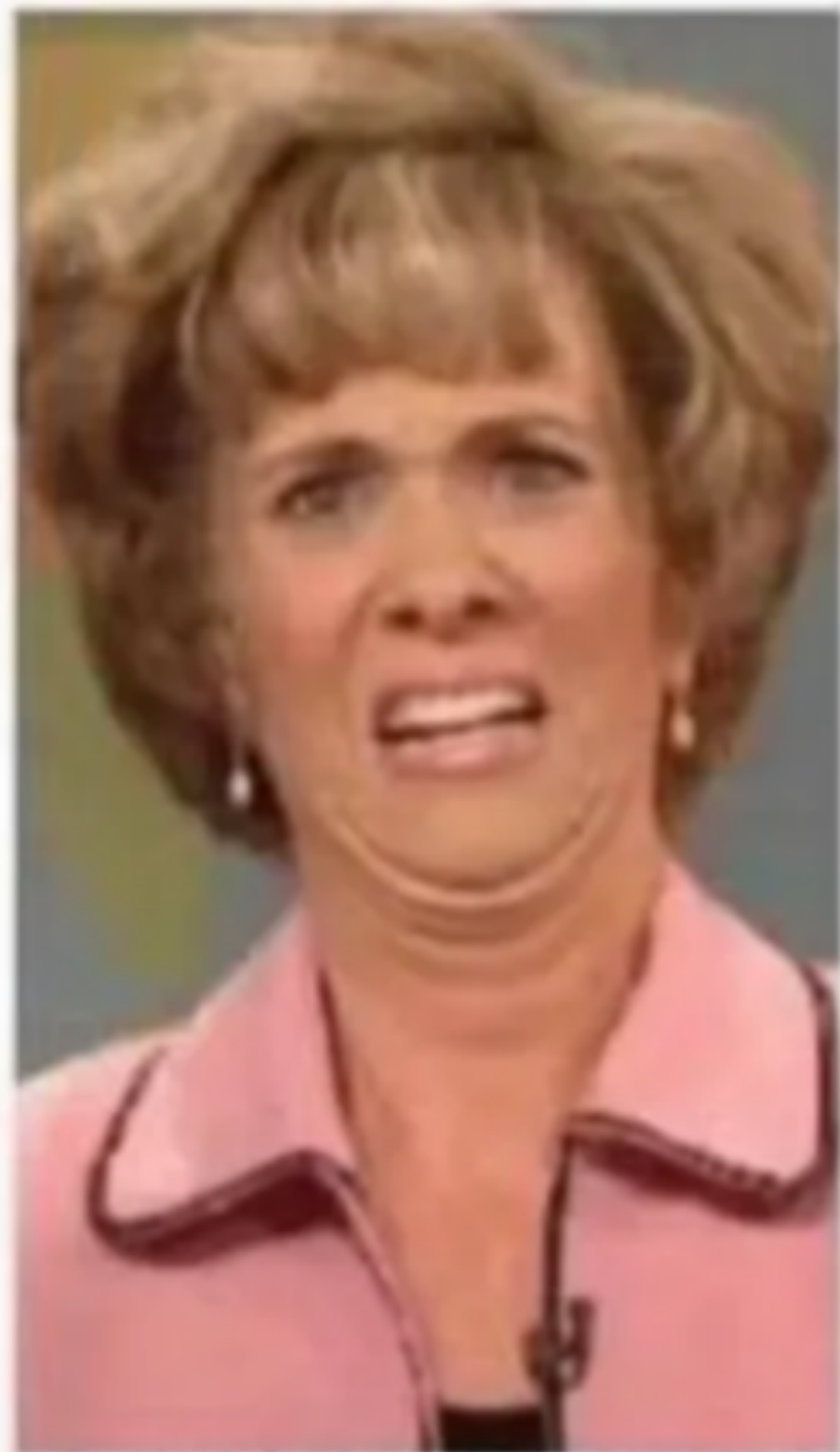
Liked by katherinegianni and others

AUGUST 4

Add a comment...

Post

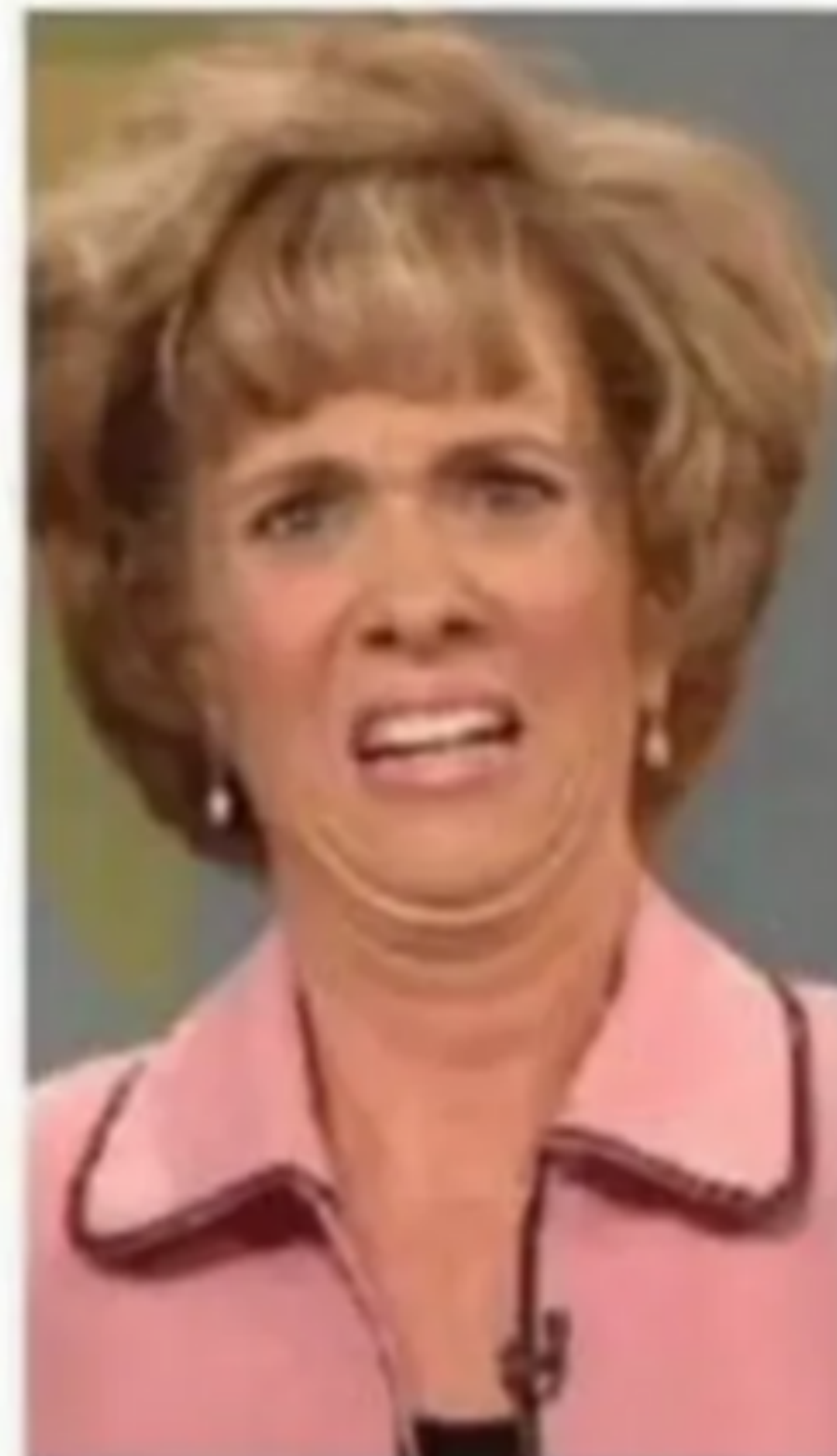
Every parent right now



**STARTING SCHOOL
IN PERSON**



**STARTING
SCHOOL ONLINE**



HOMESCHOOLING



Don't
Panic!

Waterfall Chat



Waterfall Chat

I'll ask a question

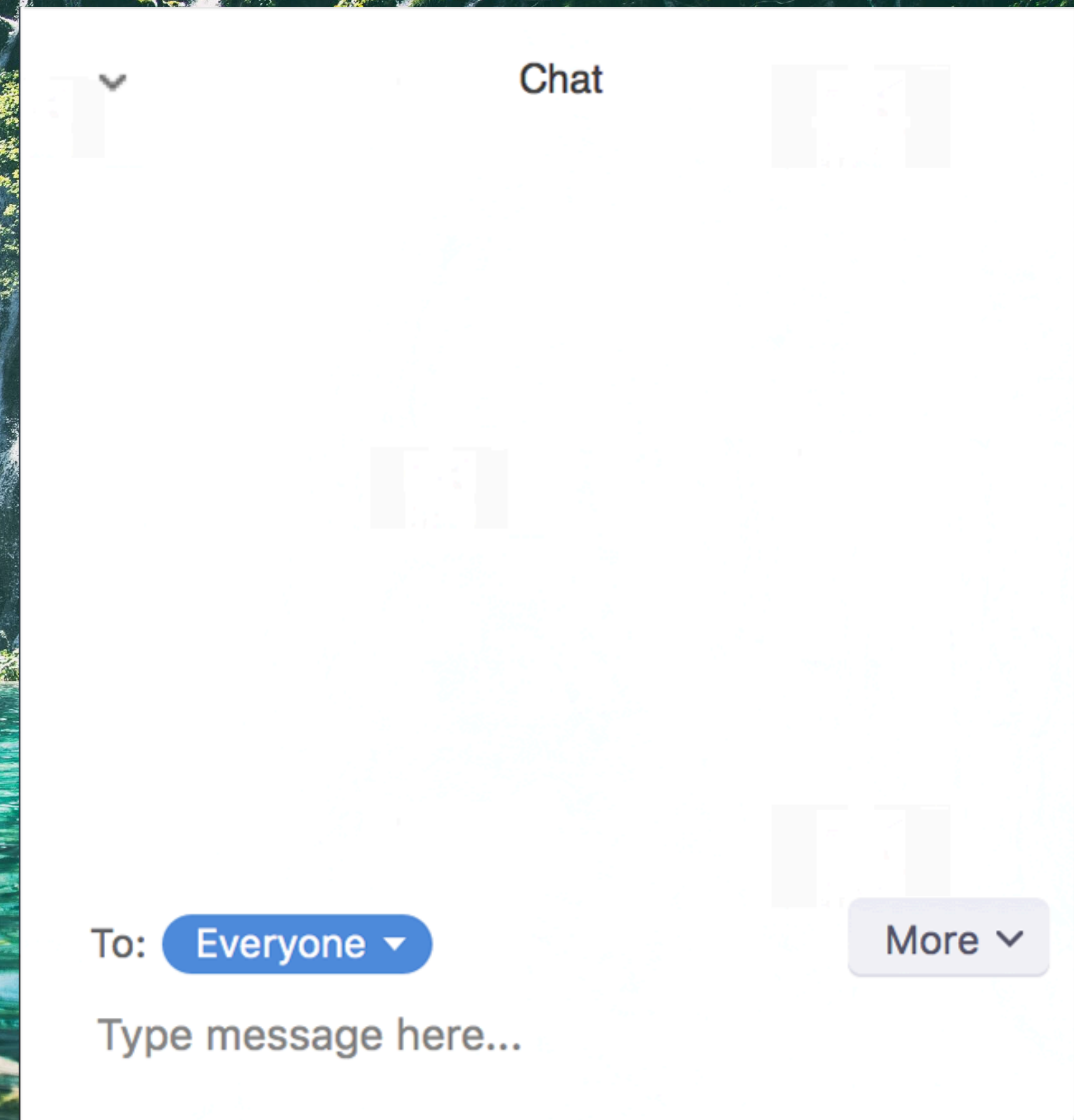
Type your answer into chat,
but don't send until I say GO

Watch everyone's answers
fly by

Waterfall Chat

Get ready

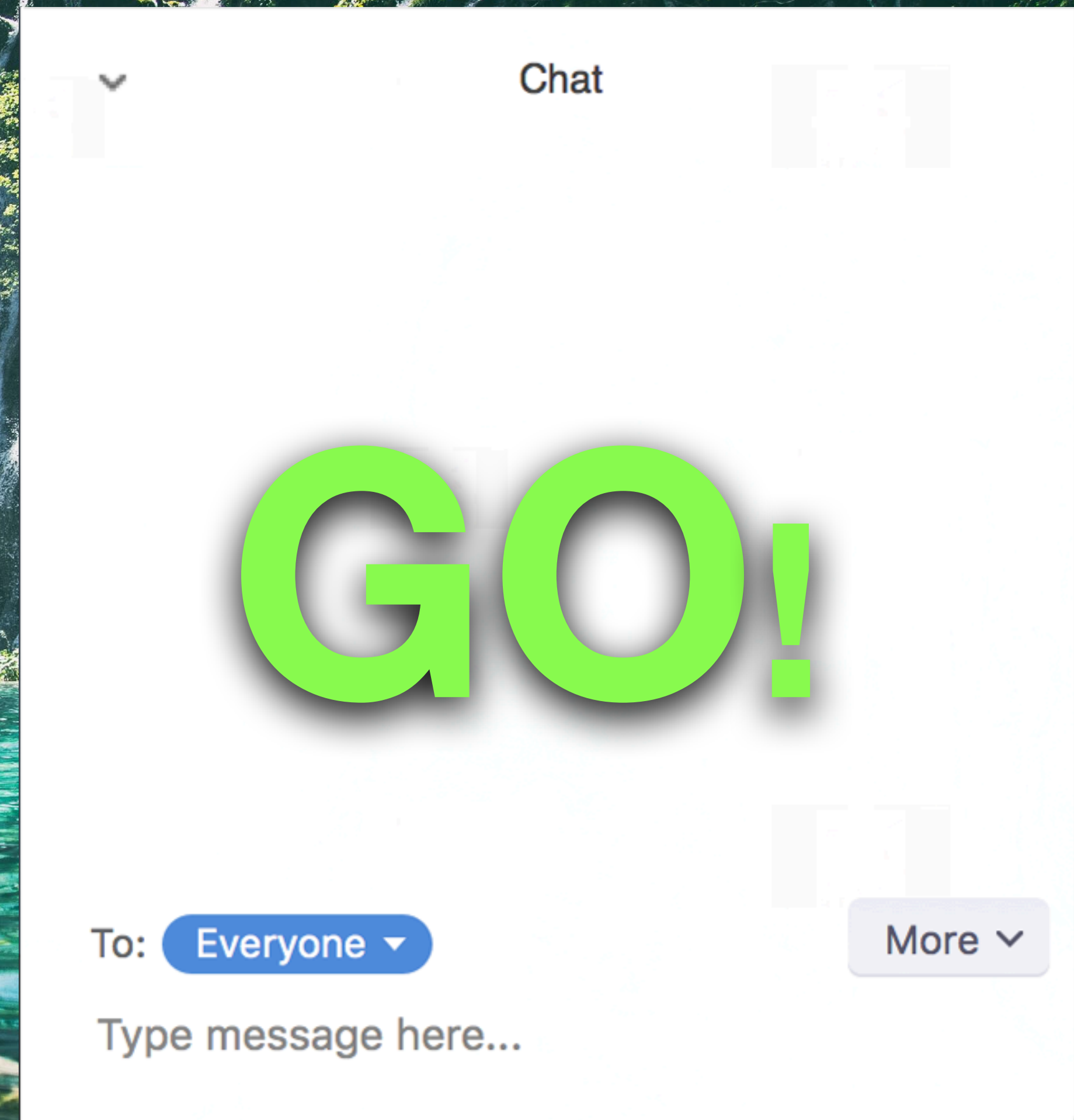
**Who is participating with us
tonight? Parent? Student?
Both?**



Waterfall Chat

Get ready

**Who is participating with us
tonight? Parent? Student?
Both?**




Waterfall Chat

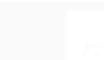
Get ready


What has been the hardest part of the pandemic for you?

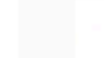
Type Your Answer Now!





Chat











To:

Everyone ▾

More ▾

Type message here...

Waterfall Chat

Get ready

**What has been the hardest
part of the pandemic for
you?**

Type Your Answer Now!

GO!

To: **Everyone** ▾

More ▾

Type message here...

Waterfall Chat

Get ready

**What has been the hardest
part of the pandemic on
your teens?**

Chat

To: **Everyone** ▾

More ▾

Type message here...

Waterfall Chat

Get ready

GO!

**What has been the hardest
part of the pandemic on
your teens?**

Chat

To: **Everyone** ▾

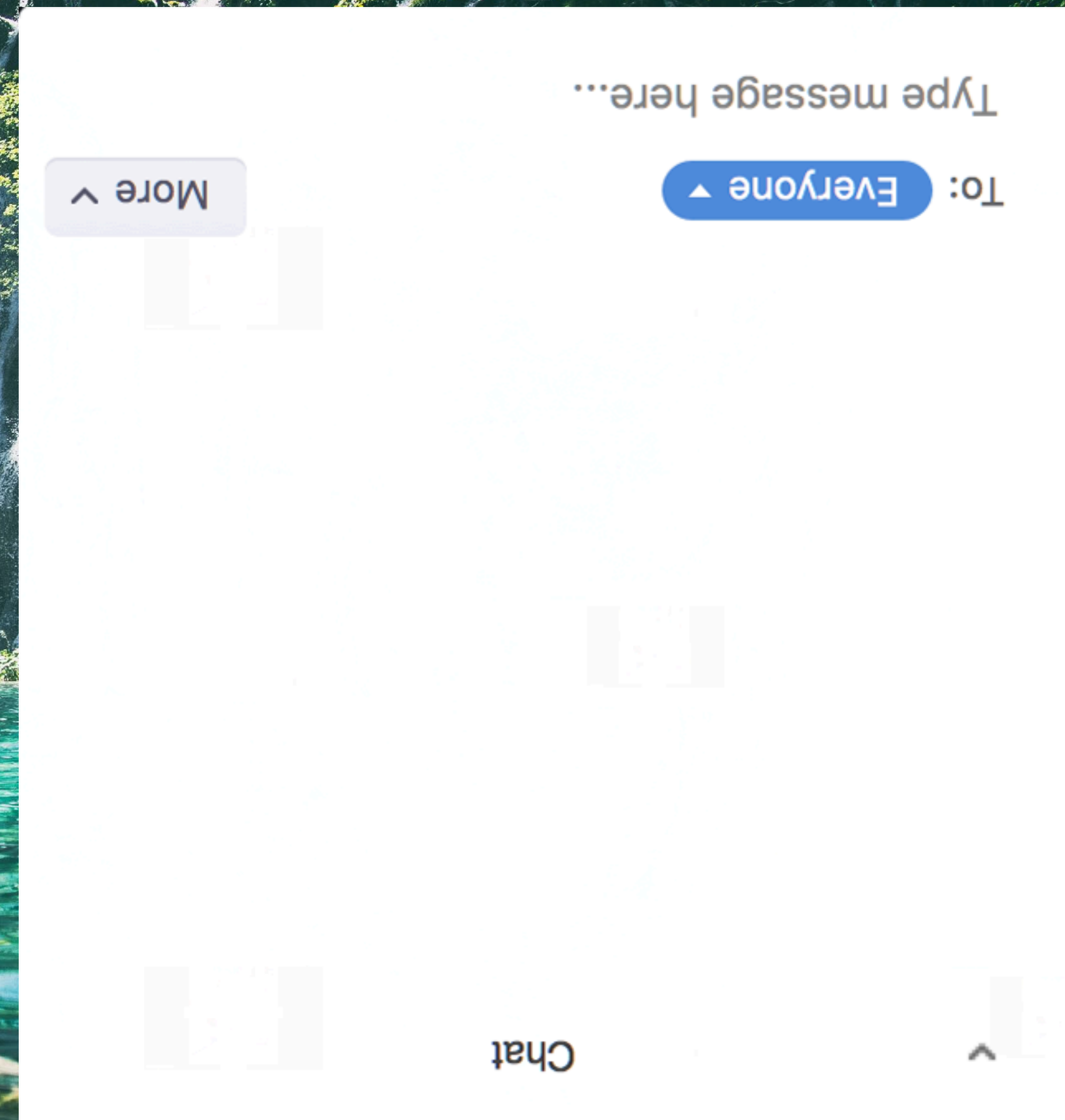
More ▾

Type message here...

Waterfall Chat

Get ready

What percent of teens (age 12-17) in the United States vape at least once per month?

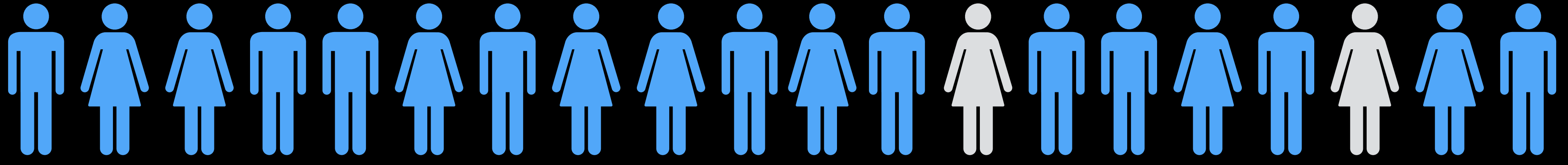
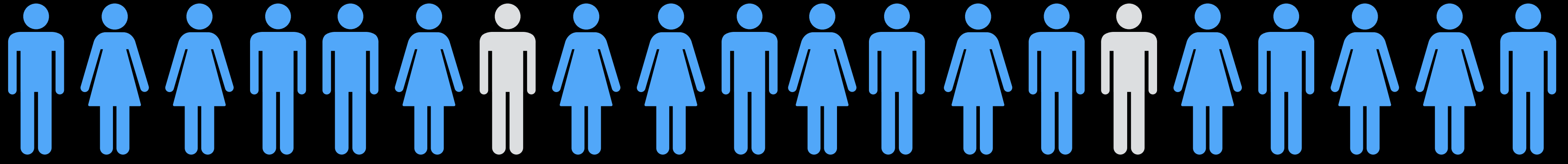
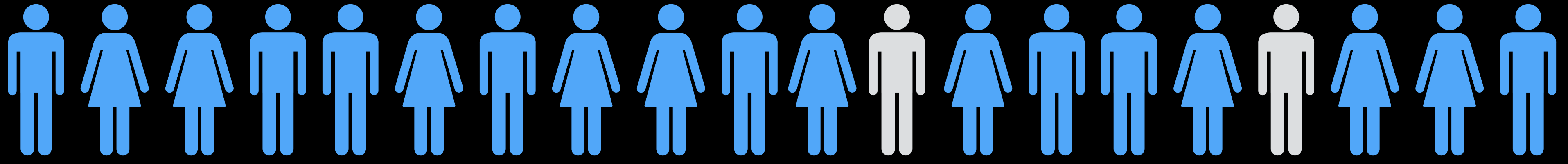
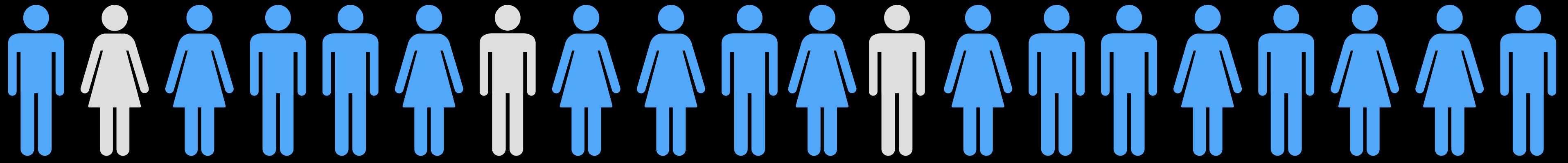
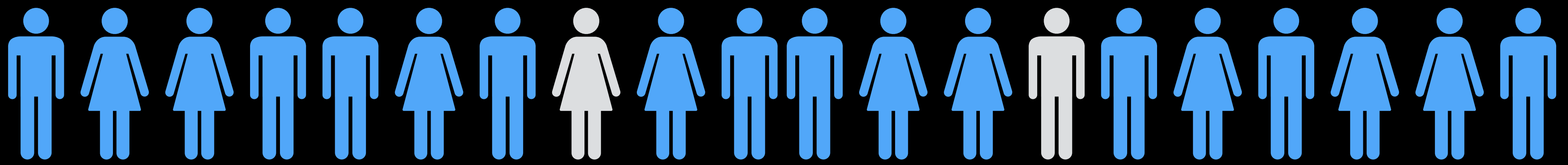


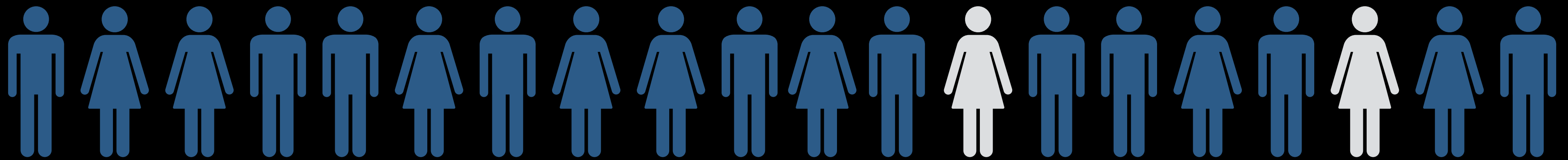
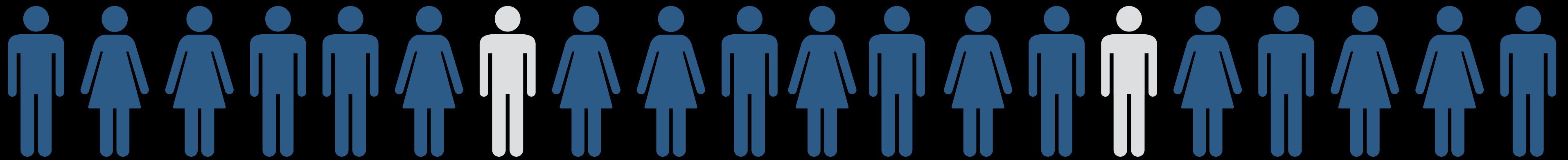
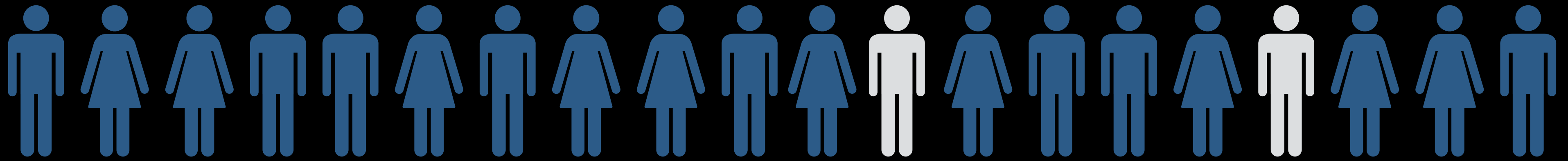
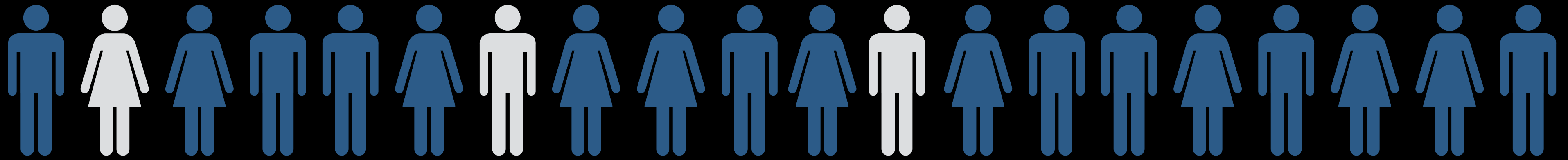
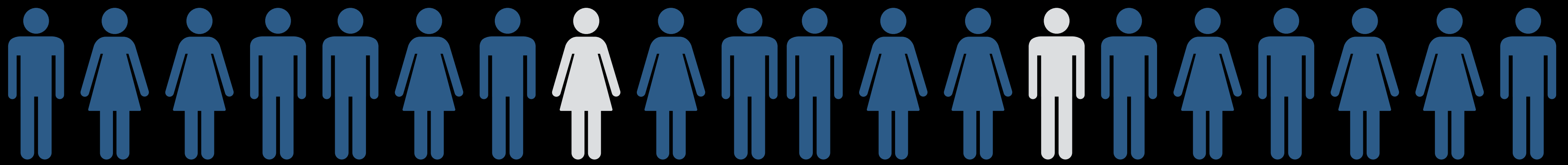
Waterfall Chat

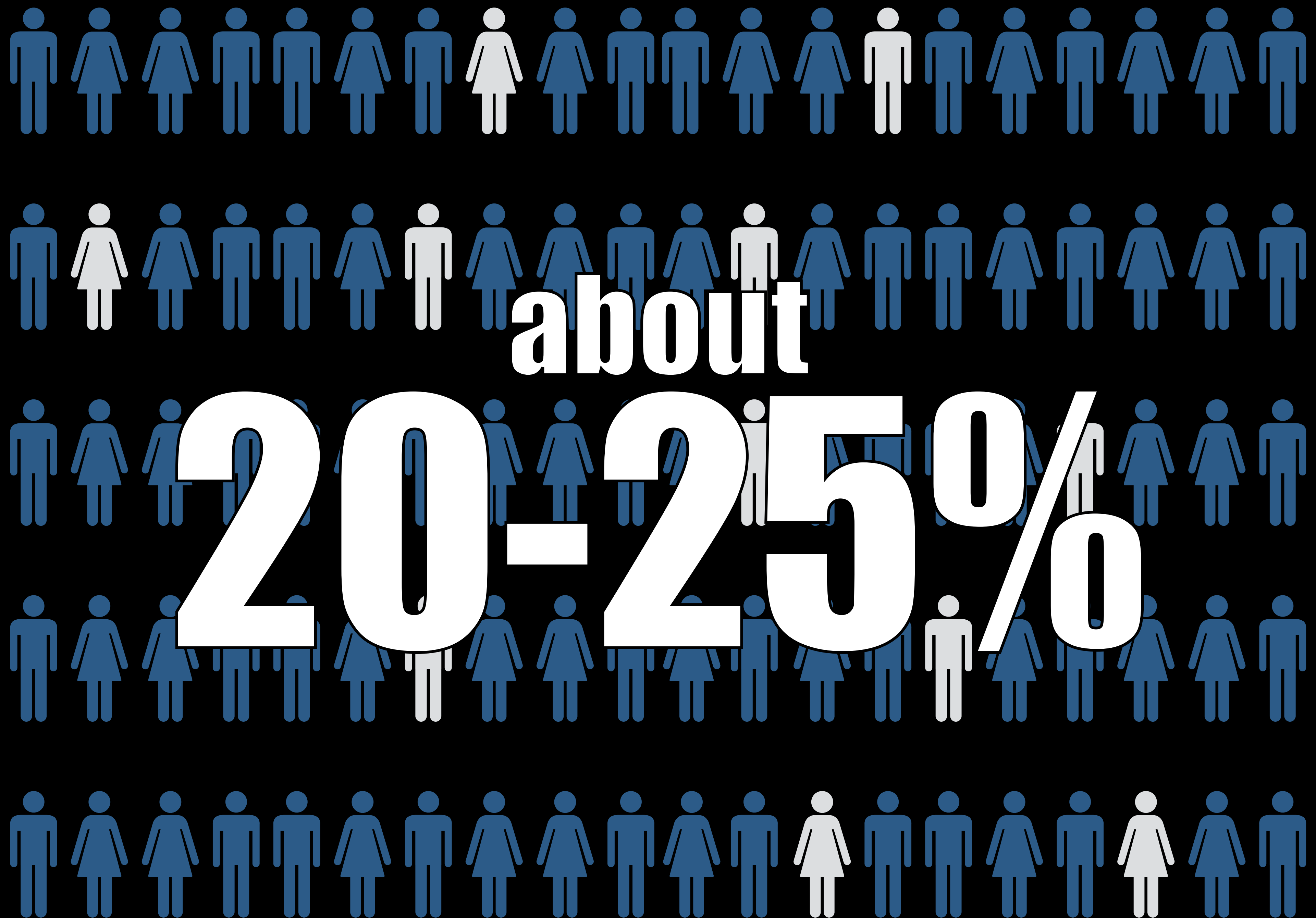
Get ready

What percent of teens (age 12-17) in the United States vape at least once per month?



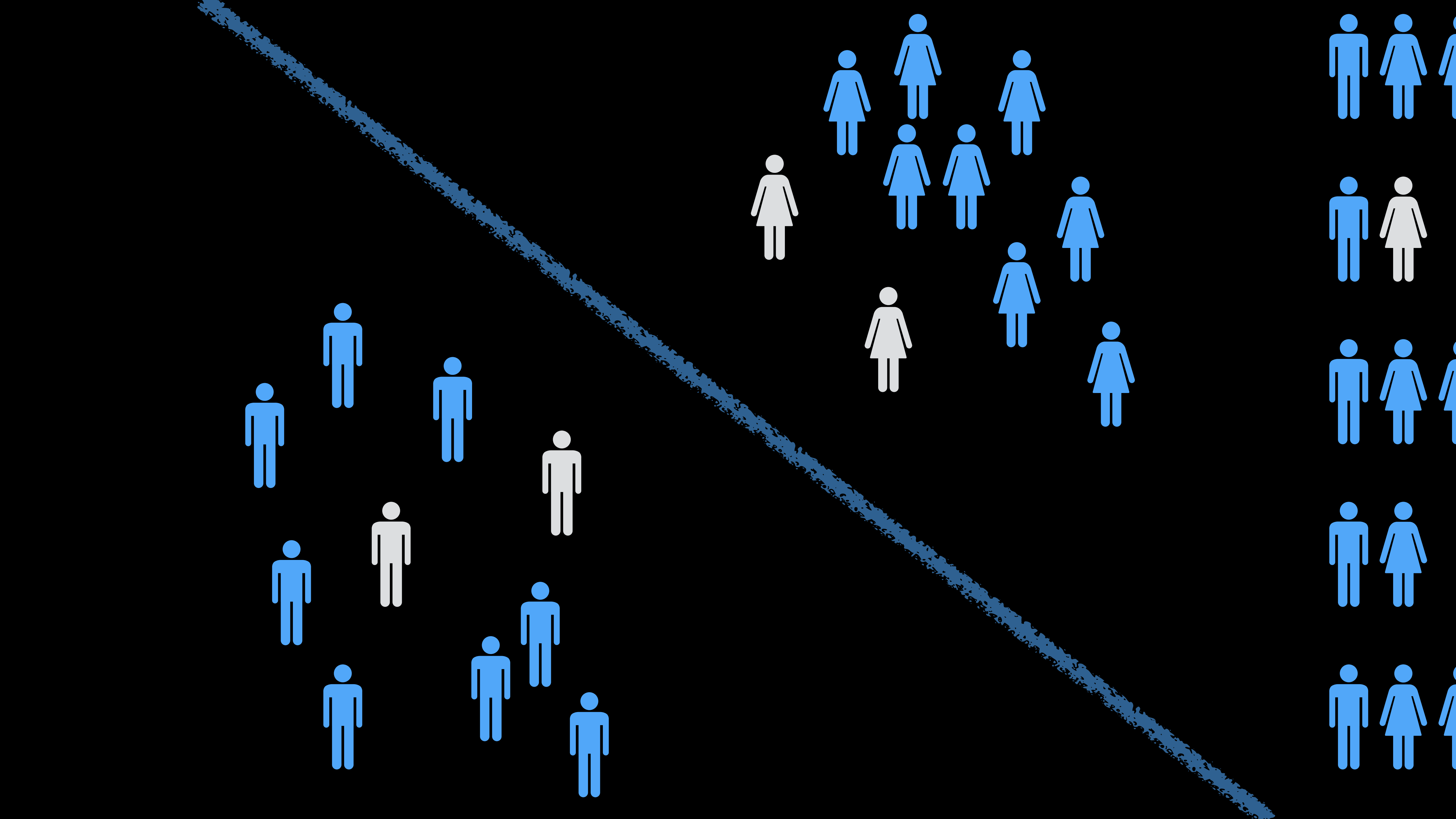


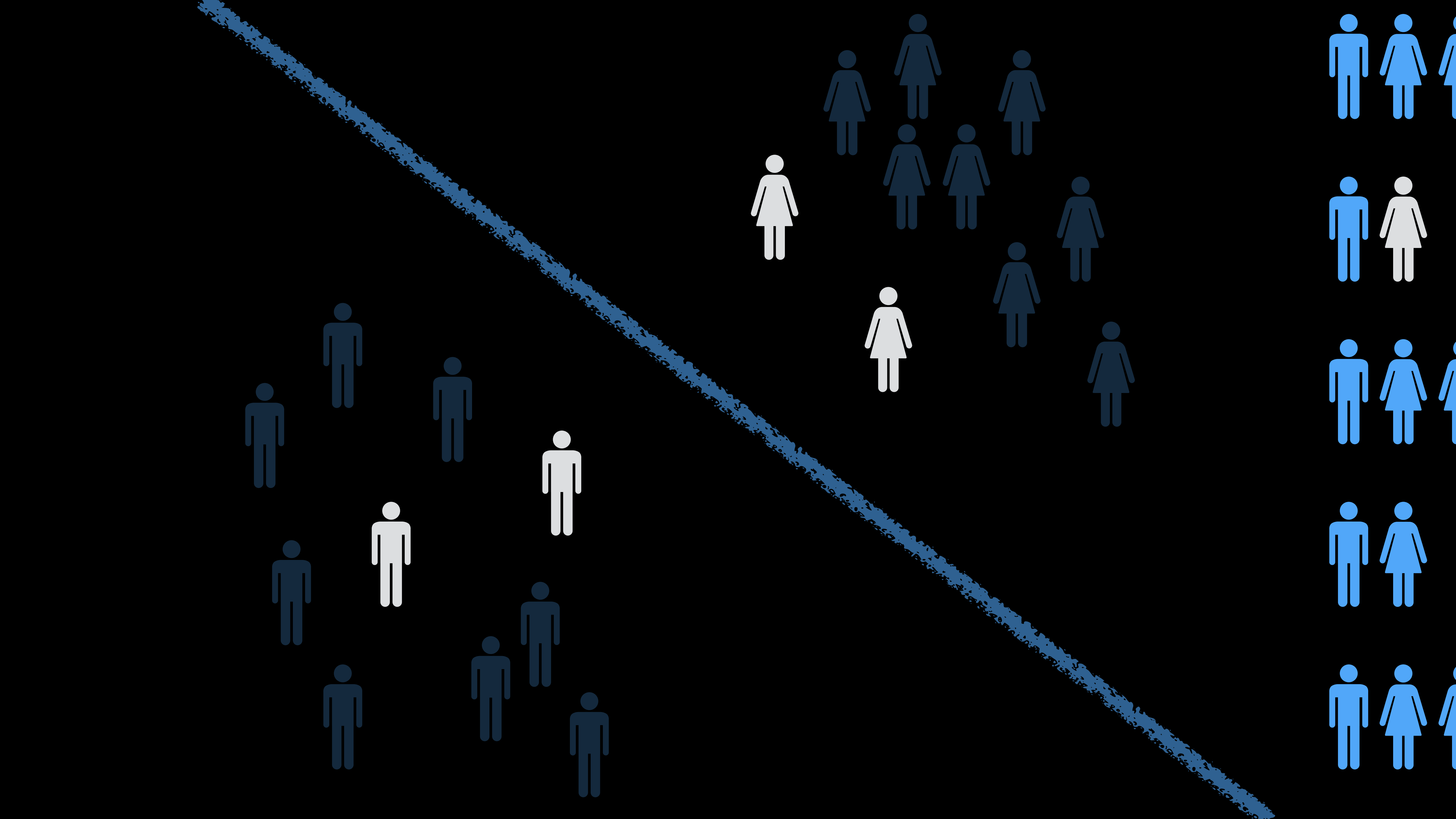


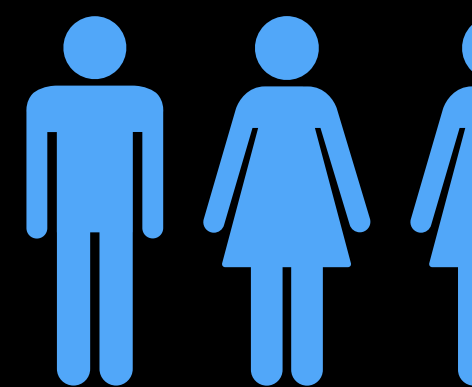
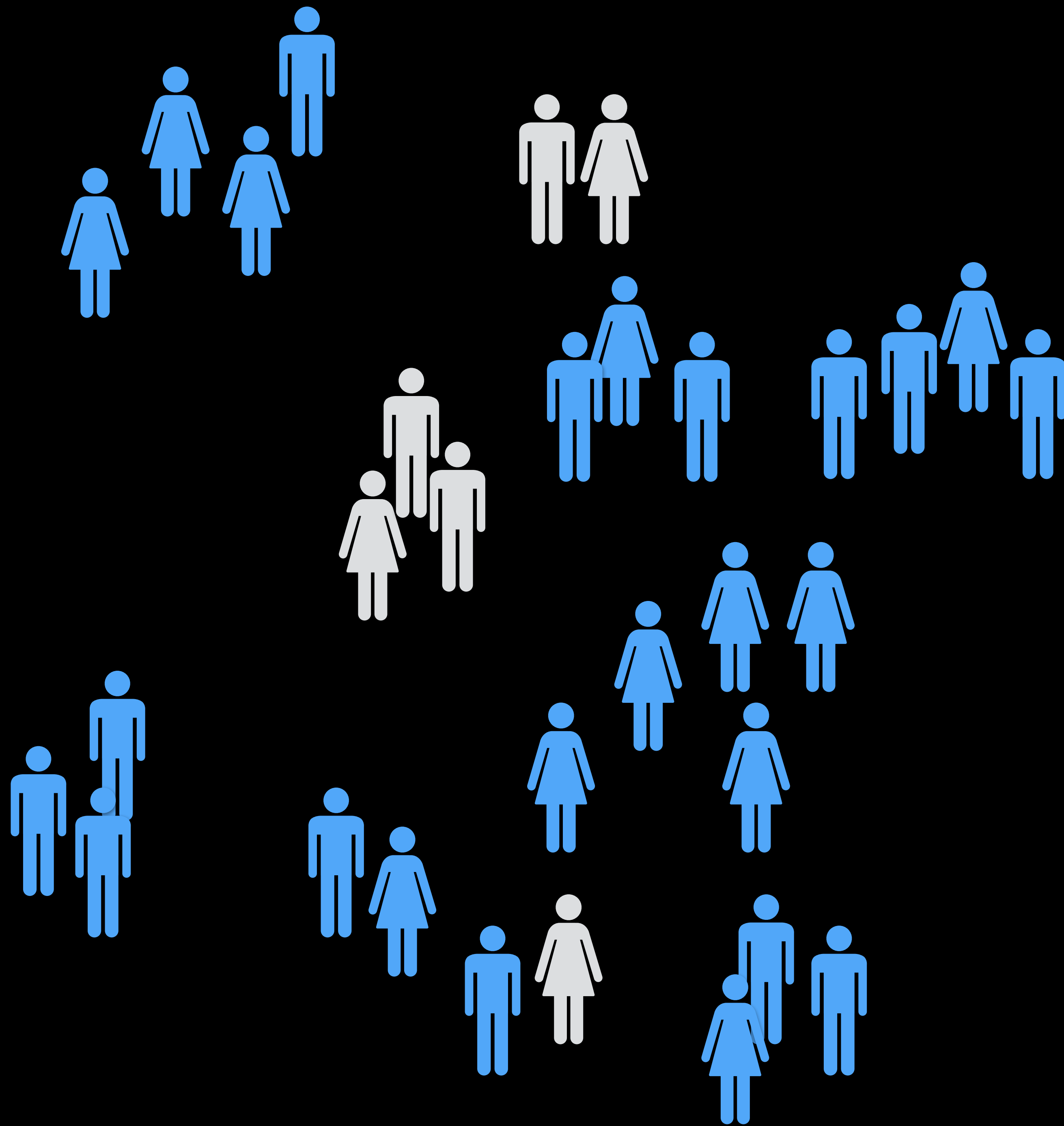


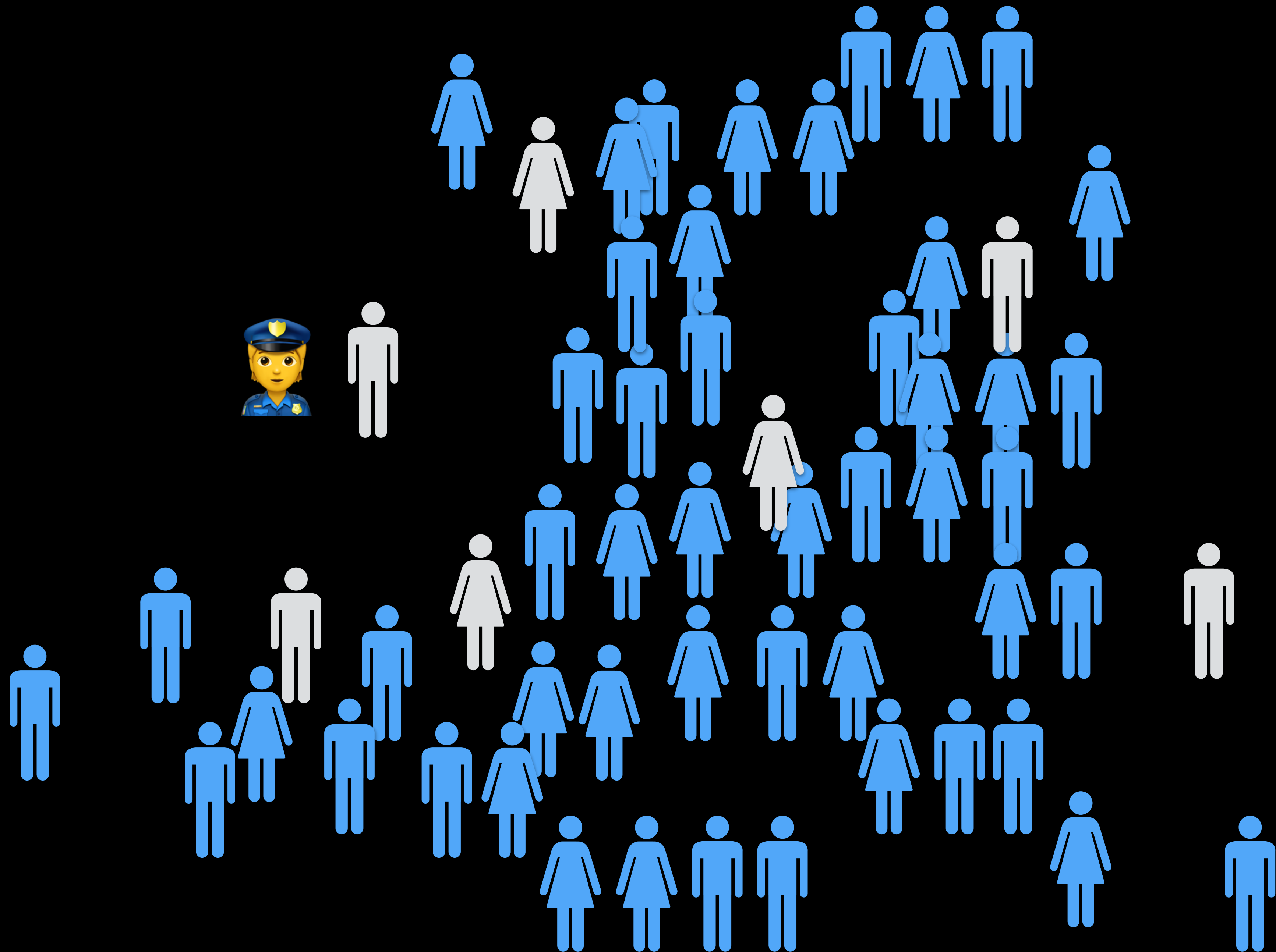
about

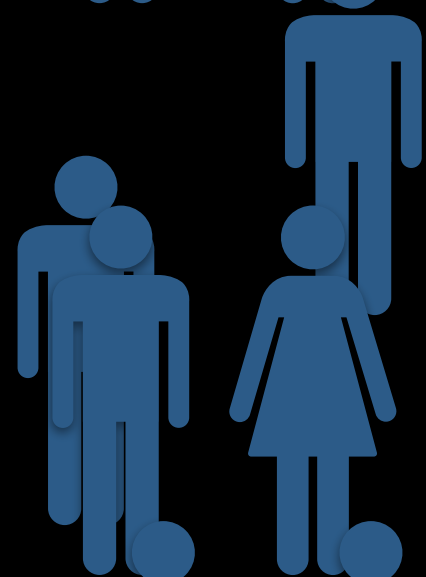
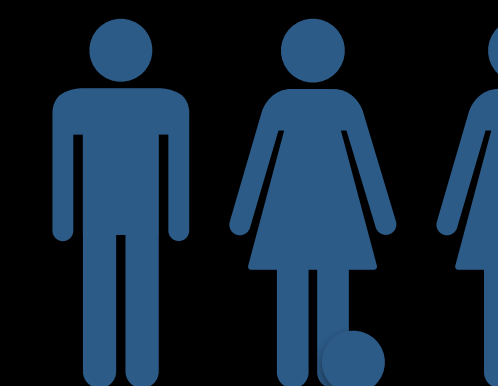
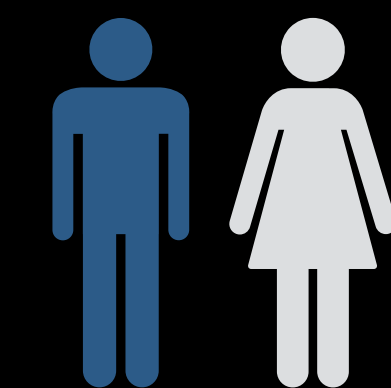
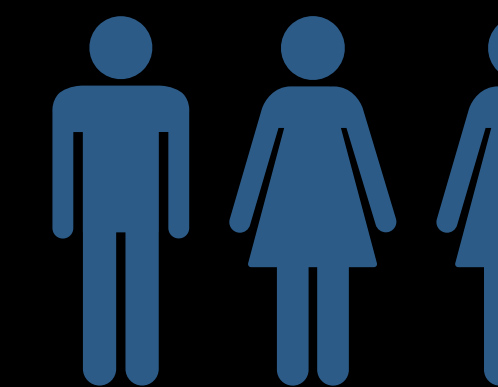
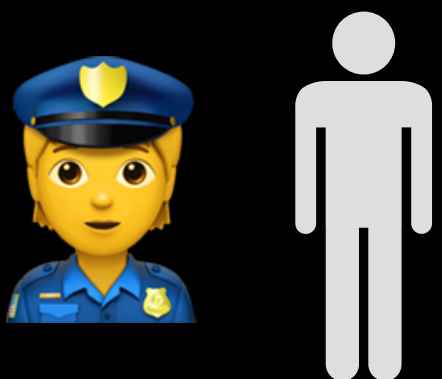
20-25%









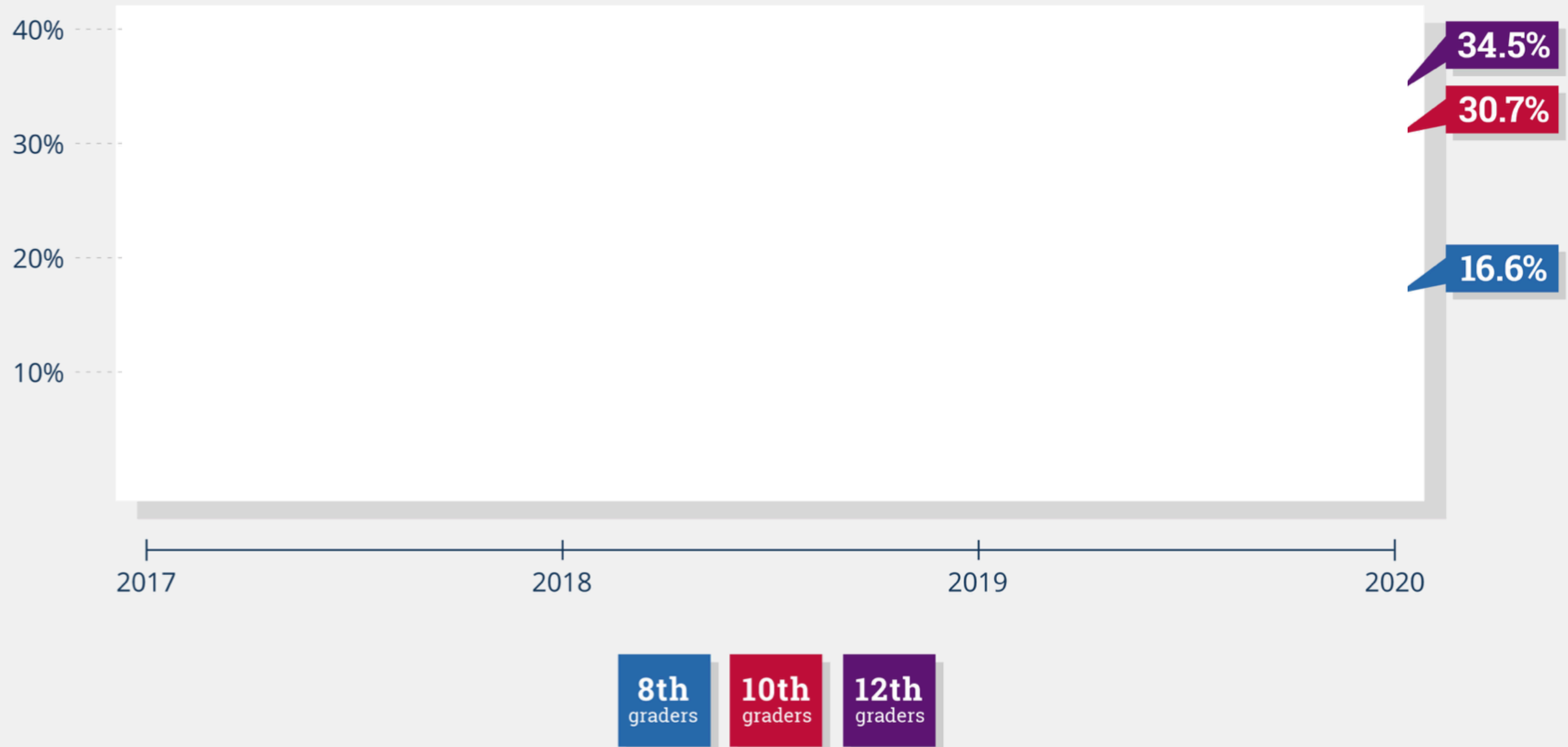






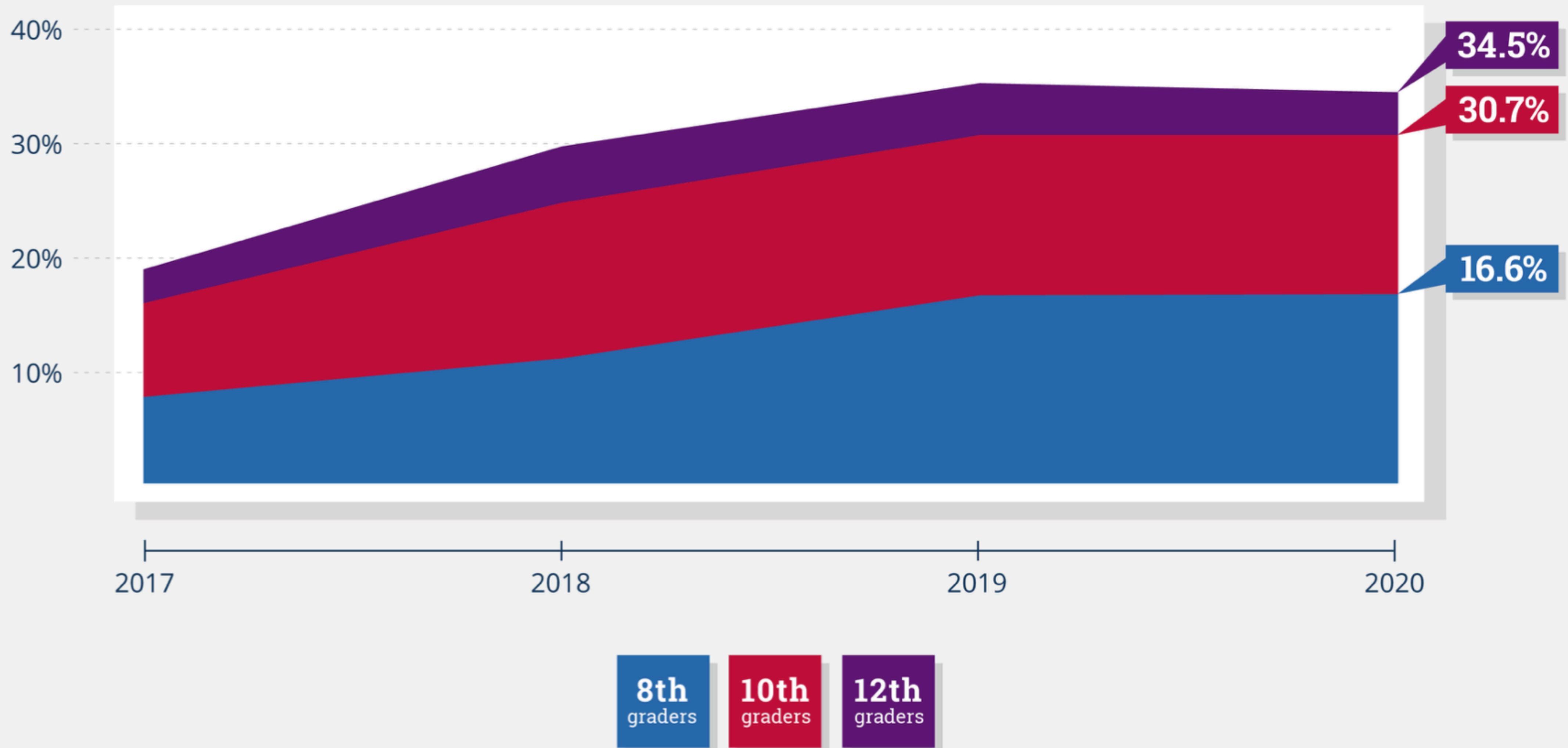
Surge of Nicotine Vaping Levels Off, but Remains High

Past-Year Nicotine Vaping Held Steady

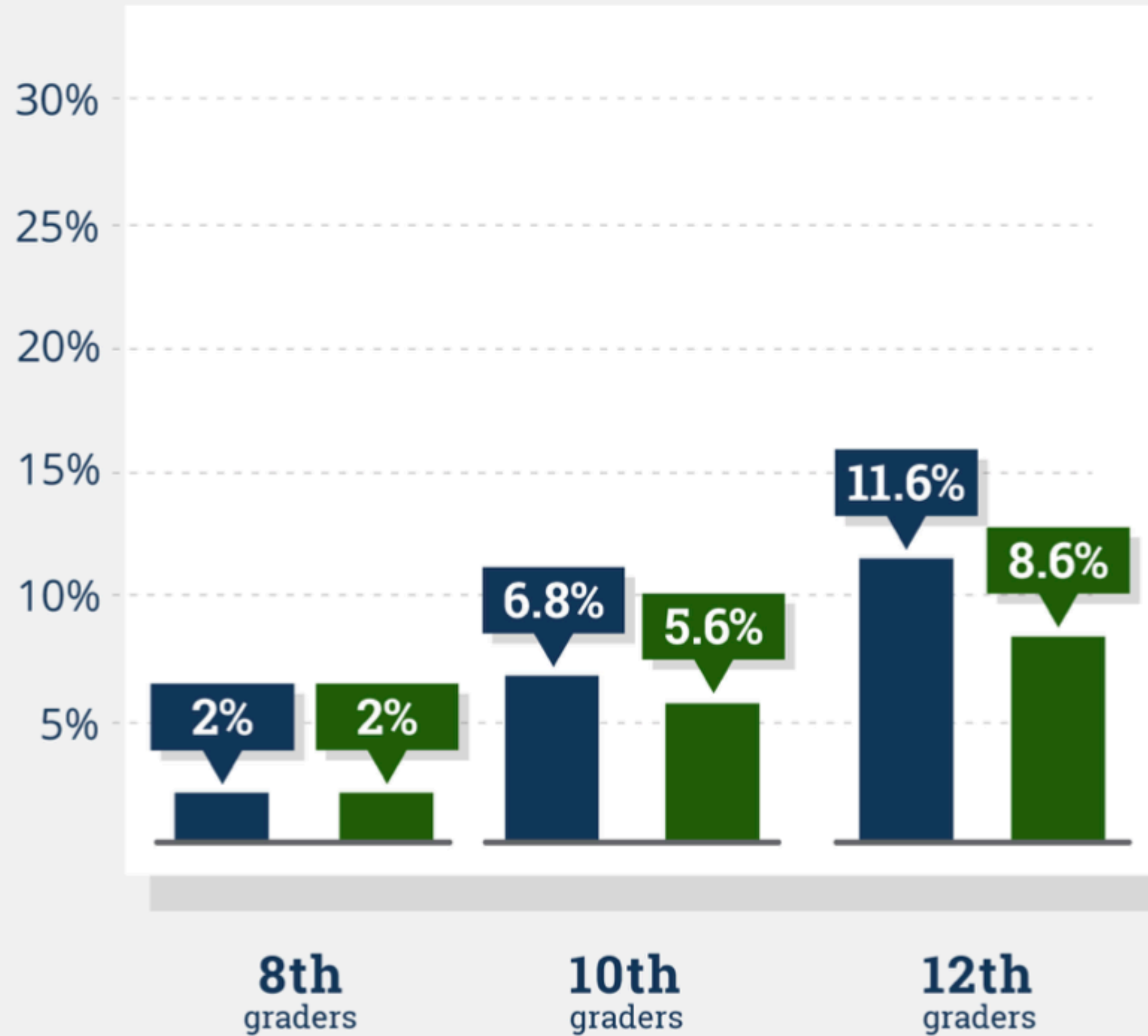


Surge of Nicotine Vaping Levels Off, but Remains High

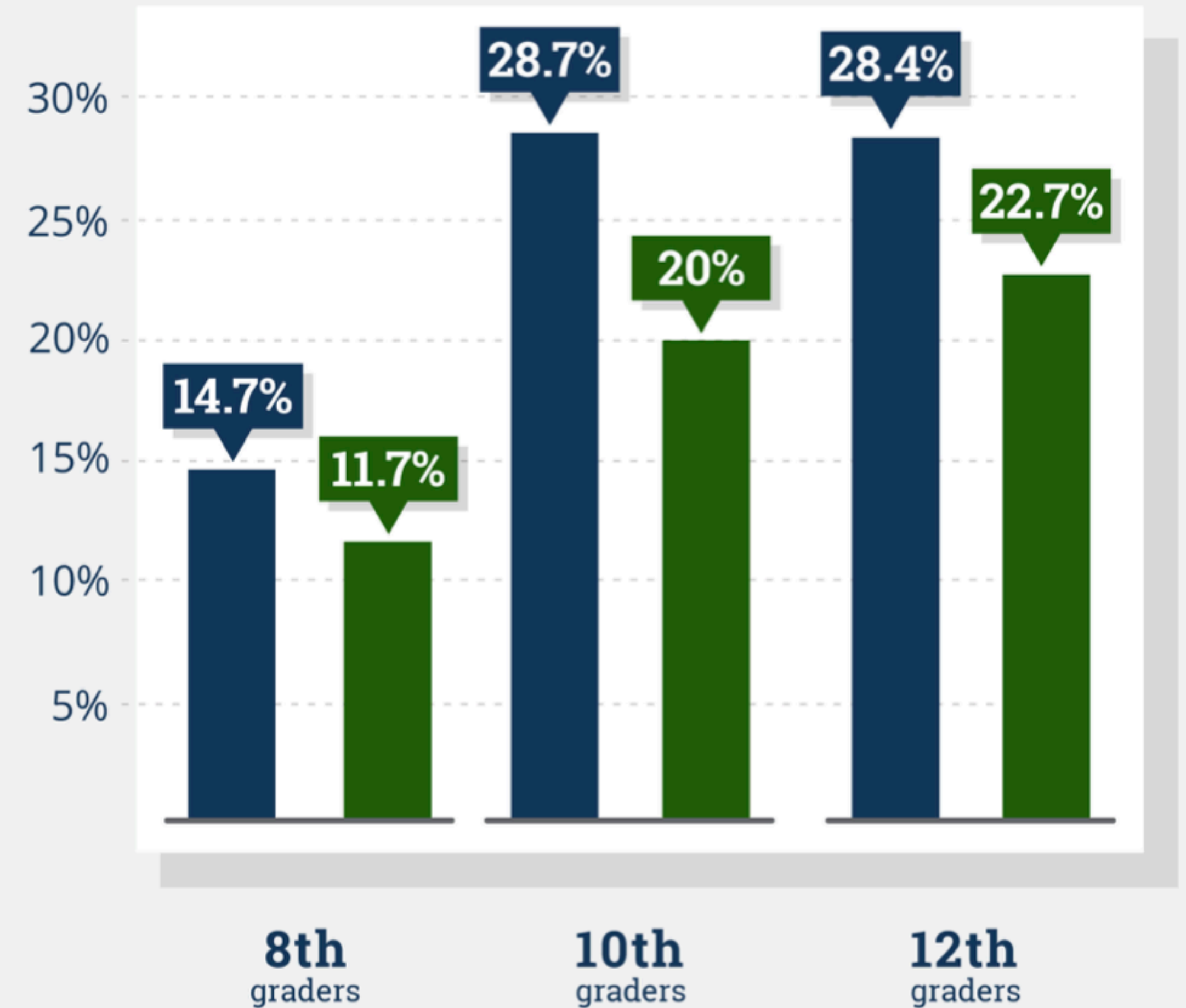
Past-Year Nicotine Vaping Held Steady



Daily or Near-Daily Nicotine Vaping



Past-Year JUUL Use Dropped Significantly Among Older Grades

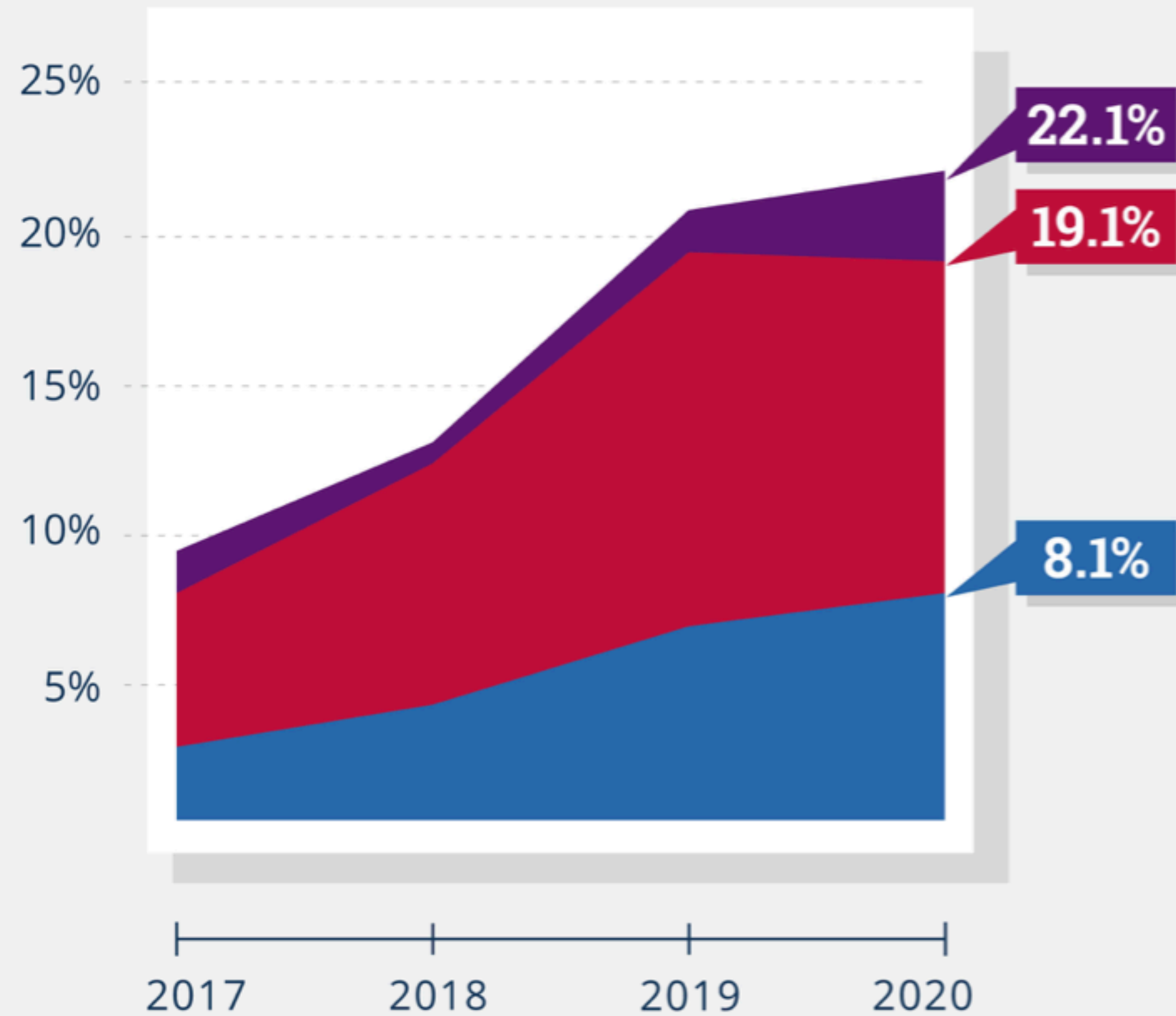


2019

2020

Past-Year Marijuana Vaping Holds Steady

Past-Year Marijuana Vaping

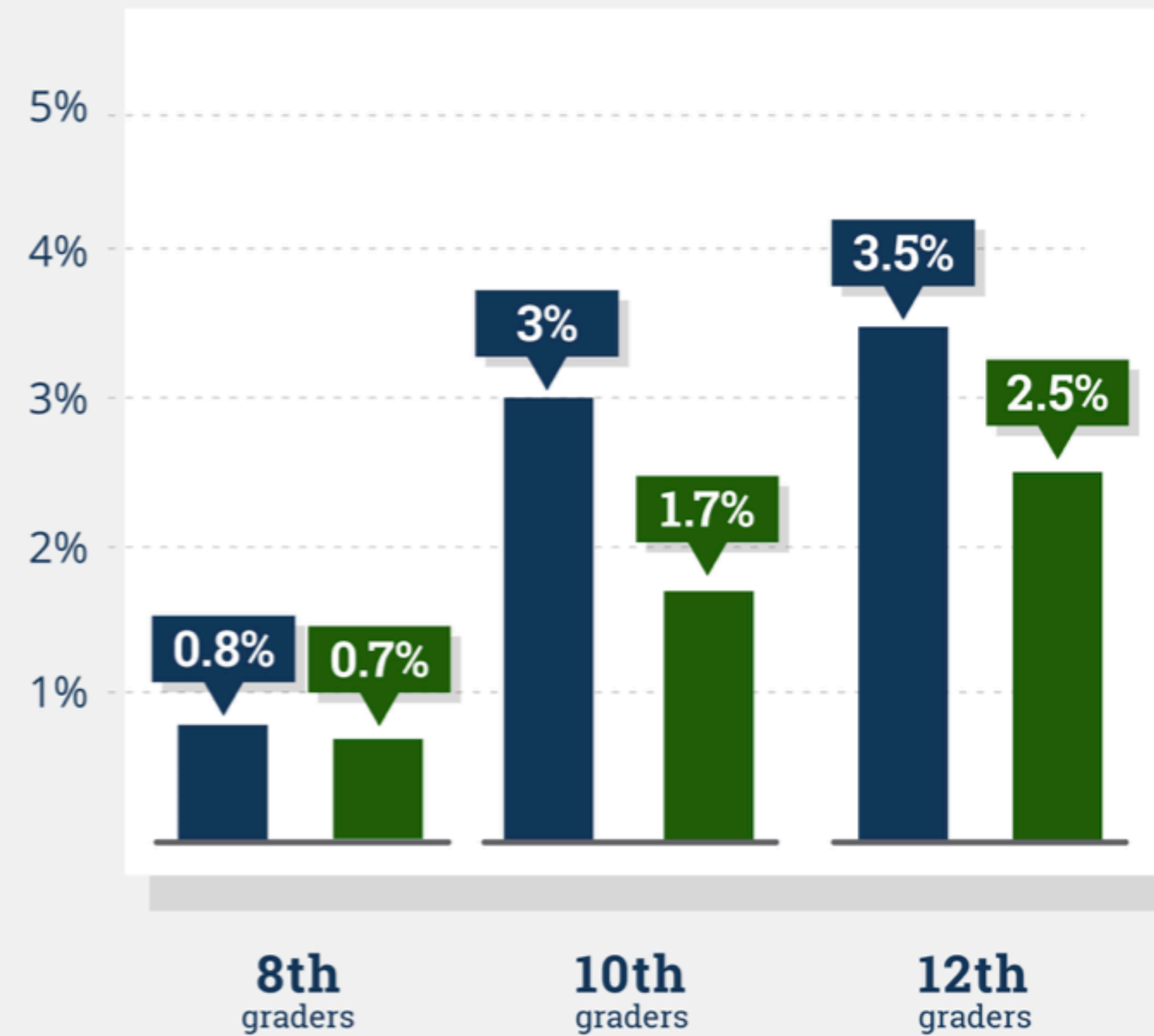


8th
graders

10th
graders

12th
graders

Daily or Near-Daily Marijuana Vaping Decreases Significantly Among 10th Graders

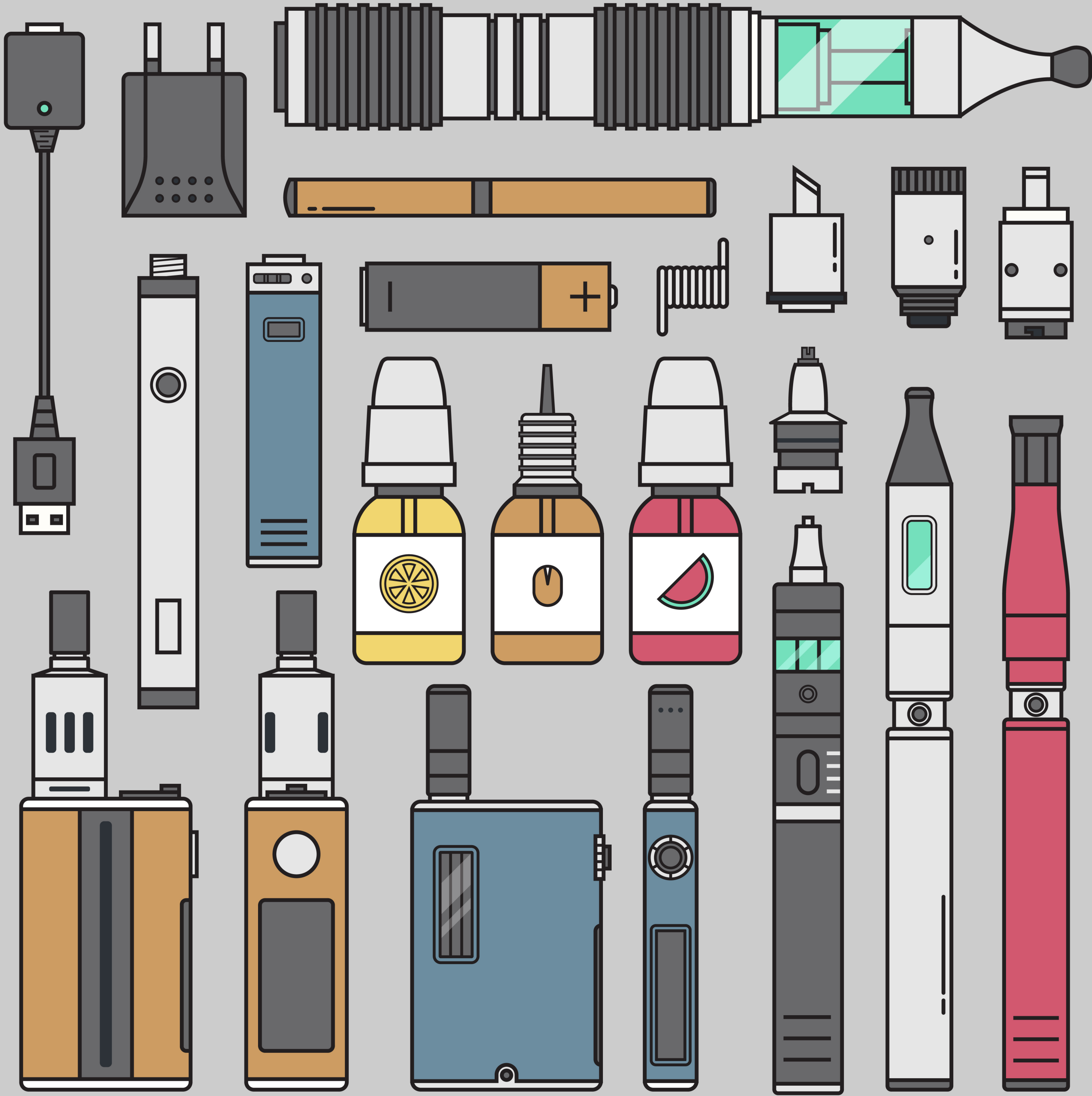


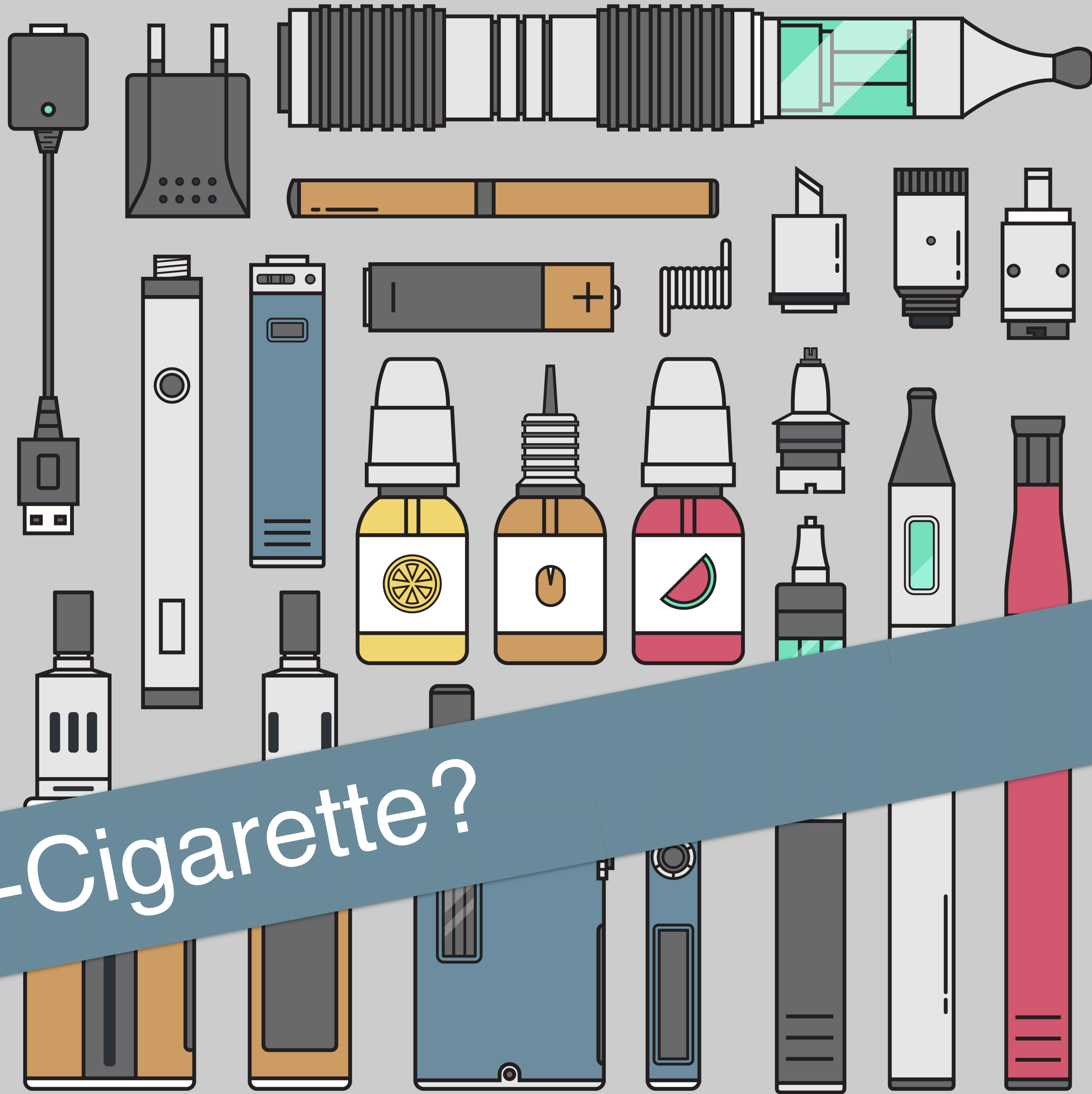
2019

2020

Daily or Near-Daily Marijuana Vaping Decreased Significantly Among 10th Graders

	2019	2020
8th graders	0.8%	0.7%
10th graders	3%	1.7%
12th graders	3.5%	2.5%





Vape? JUUL? E-Cigarette?



“Vaping”



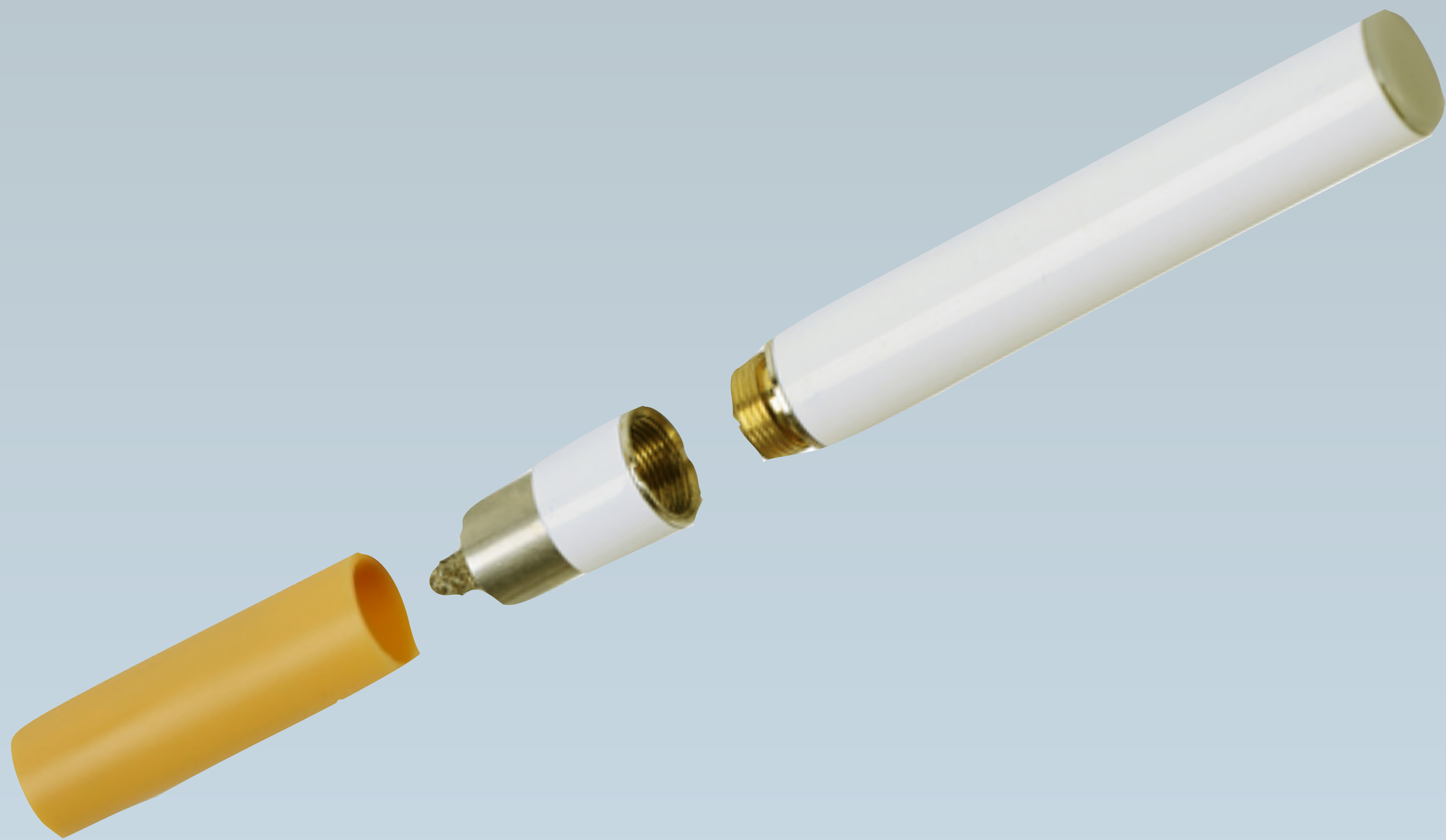
“Vaping”

*“Why Do People
Smoke?”*

1983

NEWsociety

20 January 1972 No. 486 10p weekly Canada 40 cents New Zealand 35 cents Australia 30 cents United States (by air) 60 cents

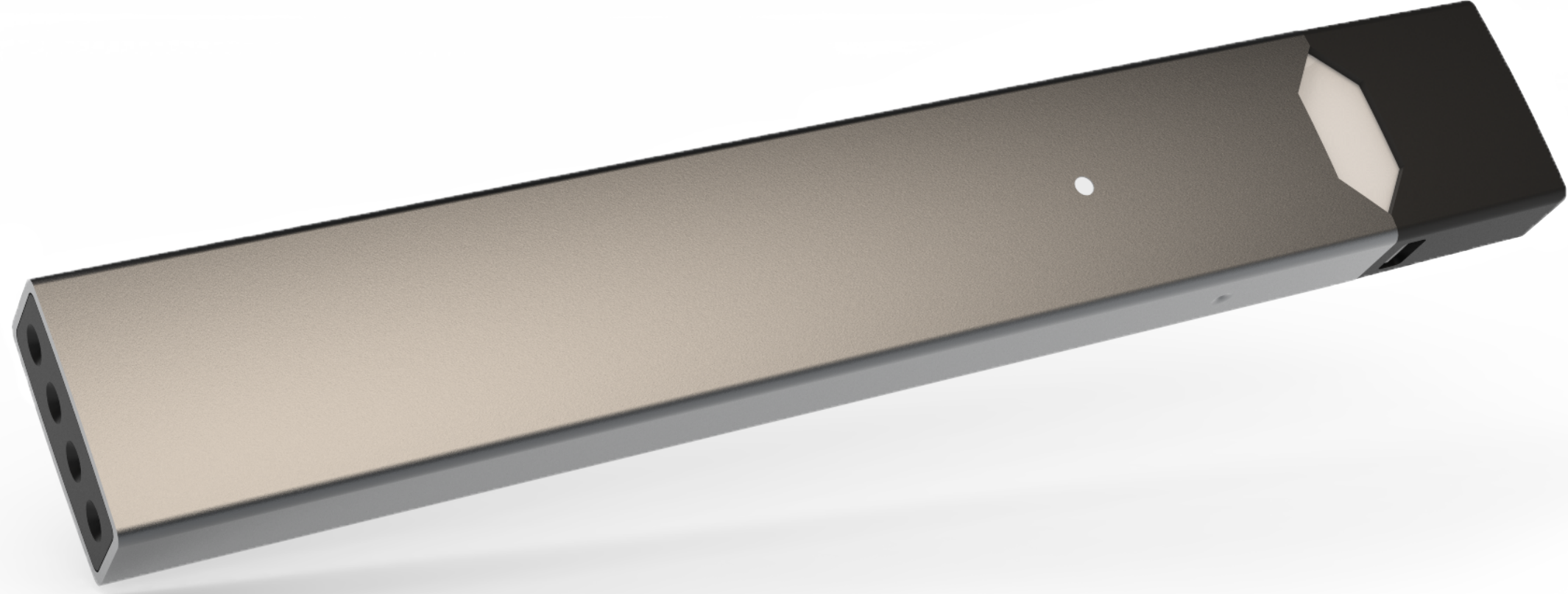


Inside the e-cigarette











Gunmetal



Black



Pink



Charming

E-Cig 4-wk Share Performance Overall					
Company	Share %	Change	Rank	Market Cap (\$B)	Revenue (\$B)
B&W T Co.	0.0%	-0.0%	1	0.0	0.0
Altria Group Inc.	0.0%	-0.0%	2	0.0	0.0
Lozano Cos. Inc.	0.0%	-0.0%	3	0.0	0.0
Camden A Corp.	0.0%	-0.0%	4	0.0	0.0
Camden B Corp.	0.0%	-0.0%	5	0.0	0.0
Camden C Corp.	0.0%	-0.0%	6	0.0	0.0
Camden D Corp.	0.0%	-0.0%	7	0.0	0.0
Camden E Corp.	0.0%	-0.0%	8	0.0	0.0
Camden F Corp.	0.0%	-0.0%	9	0.0	0.0
Camden G Corp.	0.0%	-0.0%	10	0.0	0.0
Camden H Corp.	0.0%	-0.0%	11	0.0	0.0
Camden I Corp.	0.0%	-0.0%	12	0.0	0.0
Camden J Corp.	0.0%	-0.0%	13	0.0	0.0
Camden K Corp.	0.0%	-0.0%	14	0.0	0.0
Camden L Corp.	0.0%	-0.0%	15	0.0	0.0
Camden M Corp.	0.0%	-0.0%	16	0.0	0.0
Camden N Corp.	0.0%	-0.0%	17	0.0	0.0
Camden O Corp.	0.0%	-0.0%	18	0.0	0.0
Camden P Corp.	0.0%	-0.0%	19	0.0	0.0
Camden Q Corp.	0.0%	-0.0%	20	0.0	0.0
Camden R Corp.	0.0%	-0.0%	21	0.0	0.0
Camden S Corp.	0.0%	-0.0%	22	0.0	0.0
Camden T Corp.	0.0%	-0.0%	23	0.0	0.0
Camden U Corp.	0.0%	-0.0%	24	0.0	0.0
Camden V Corp.	0.0%	-0.0%	25	0.0	0.0
Camden W Corp.	0.0%	-0.0%	26	0.0	0.0
Camden X Corp.	0.0%	-0.0%	27	0.0	0.0
Camden Y Corp.	0.0%	-0.0%	28	0.0	0.0
Camden Z Corp.	0.0%	-0.0%	29	0.0	0.0
Camden AA Corp.	0.0%	-0.0%	30	0.0	0.0
Camden AB Corp.	0.0%	-0.0%	31	0.0	0.0
Camden AC Corp.	0.0%	-0.0%	32	0.0	0.0
Camden AD Corp.	0.0%	-0.0%	33	0.0	0.0
Camden AE Corp.	0.0%	-0.0%	34	0.0	0.0
Camden AF Corp.	0.0%	-0.0%	35	0.0	0.0
Camden AG Corp.	0.0%	-0.0%	36	0.0	0.0
Camden AH Corp.	0.0%	-0.0%	37	0.0	0.0
Camden AI Corp.	0.0%	-0.0%	38	0.0	0.0
Camden AJ Corp.	0.0%	-0.0%	39	0.0	0.0
Camden AK Corp.	0.0%	-0.0%	40	0.0	0.0
Camden AL Corp.	0.0%	-0.0%	41	0.0	0.0
Camden AM Corp.	0.0%	-0.0%	42	0.0	0.0
Camden AN Corp.	0.0%	-0.0%	43	0.0	0.0
Camden AO Corp.	0.0%	-0.0%	44	0.0	0.0
Camden AP Corp.	0.0%	-0.0%	45	0.0	0.0
Camden AQ Corp.	0.0%	-0.0%	46	0.0	0.0
Camden AR Corp.	0.0%	-0.0%	47	0.0	0.0
Camden AS Corp.	0.0%	-0.0%	48	0.0	0.0
Camden AT Corp.	0.0%	-0.0%	49	0.0	0.0
Camden AU Corp.	0.0%	-0.0%	50	0.0	0.0
Camden AV Corp.	0.0%	-0.0%	51	0.0	0.0
Camden AW Corp.	0.0%	-0.0%	52	0.0	0.0
Camden AX Corp.	0.0%	-0.0%	53	0.0	0.0
Camden AY Corp.	0.0%	-0.0%	54	0.0	0.0
Camden AZ Corp.	0.0%	-0.0%	55	0.0	0.0
Camden BA Corp.	0.0%	-0.0%	56	0.0	0.0
Camden BB Corp.	0.0%	-0.0%	57	0.0	0.0
Camden BC Corp.	0.0%	-0.0%	58	0.0	0.0
Camden BD Corp.	0.0%	-0.0%	59	0.0	0.0
Camden BE Corp.	0.0%	-0.0%	60	0.0	0.0
Camden BF Corp.	0.0%	-0.0%	61	0.0	0.0
Camden BG Corp.	0.0%	-0.0%	62	0.0	0.0
Camden BH Corp.	0.0%	-0.0%	63	0.0	0.0
Camden BI Corp.	0.0%	-0.0%	64	0.0	0.0
Camden BJ Corp.	0.0%	-0.0%	65	0.0	0.0
Camden BK Corp.					

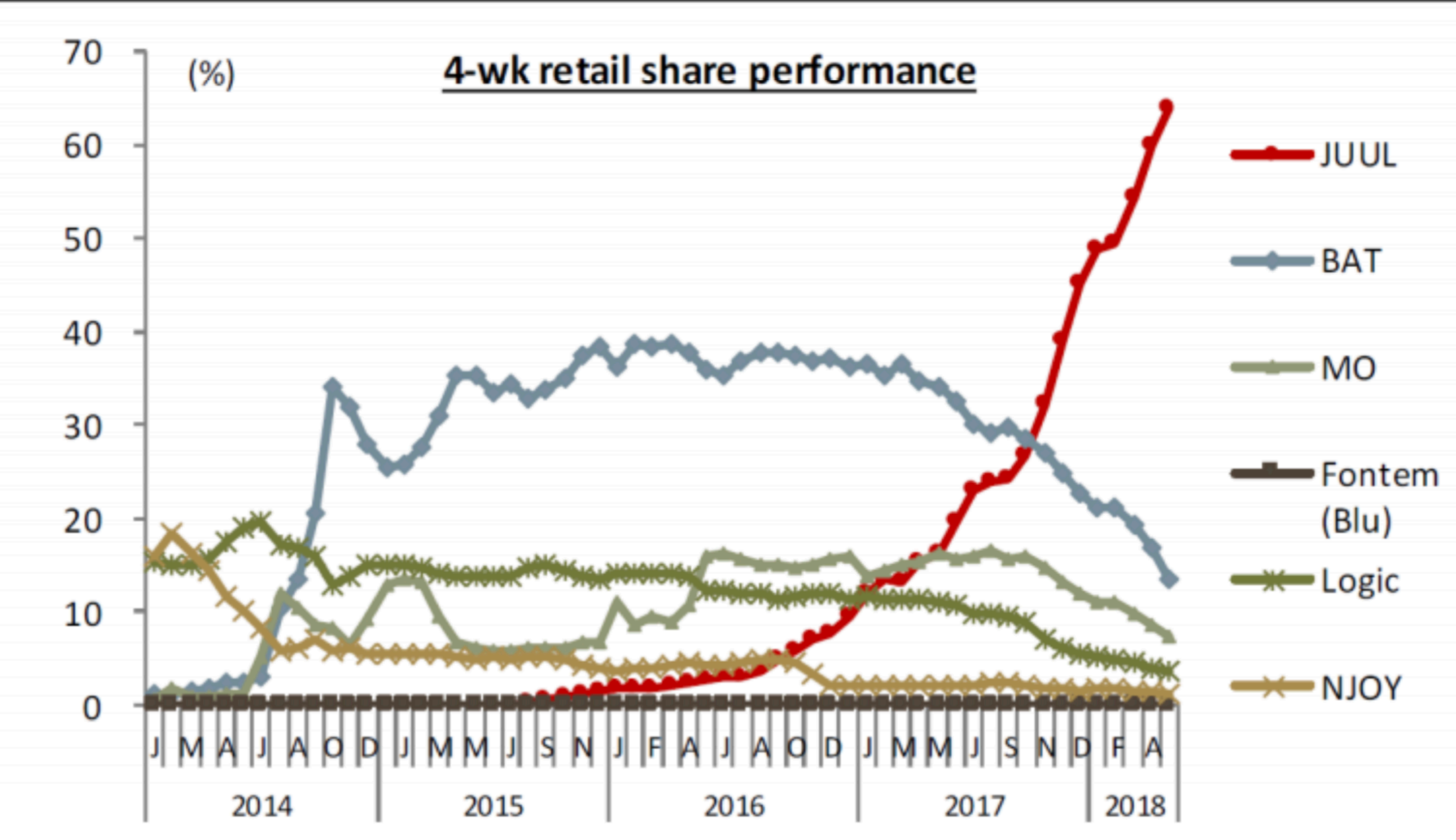


Figure 1: E-Cigarette Market Share 2014-2018

Why Do Some Teens Vape?



Why Do Some Teens Vape?

It's safer than _____

It's "not as bad as" _____



Why Do Some Teens Vape?

It's safer than _____

It's "not as bad as" _____

**The chemicals have been
approved by FDA.**



Why Do Some Teens Vape?

It's safer than _____

It's "not as bad as" _____

**The chemicals have been
approved by FDA.**

Everyone is doing it!



Why Do Some Teens Vape?

It's safer than _____

It's "not as bad as" _____

**The chemicals have been
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Everyone is doing it!

It's not addictive!



Why Do Some Teens Vape?

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**The chemicals have been
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Everyone is doing it!

It's not addictive!

Easy to Conceal.



Why Do Some Teens Vape?

It's safer than _____

It's "not as bad as" _____

**The chemicals have been
approved by FDA.**

Everyone is doing it!

It's not addictive!

Easy to Conceal.

Clean. Doesn't smell.



We Know They're Harmful

Even without Tobacco

“Our products don't contain tobacco.”

“Our products have less nicotine than cigarettes.”

 - Your “friends” at the vape industry

We Know They're Harmful

FALSE

“Our products

“Our products have less harm

“...tates.”

...ars to

product

...risk

...cancer



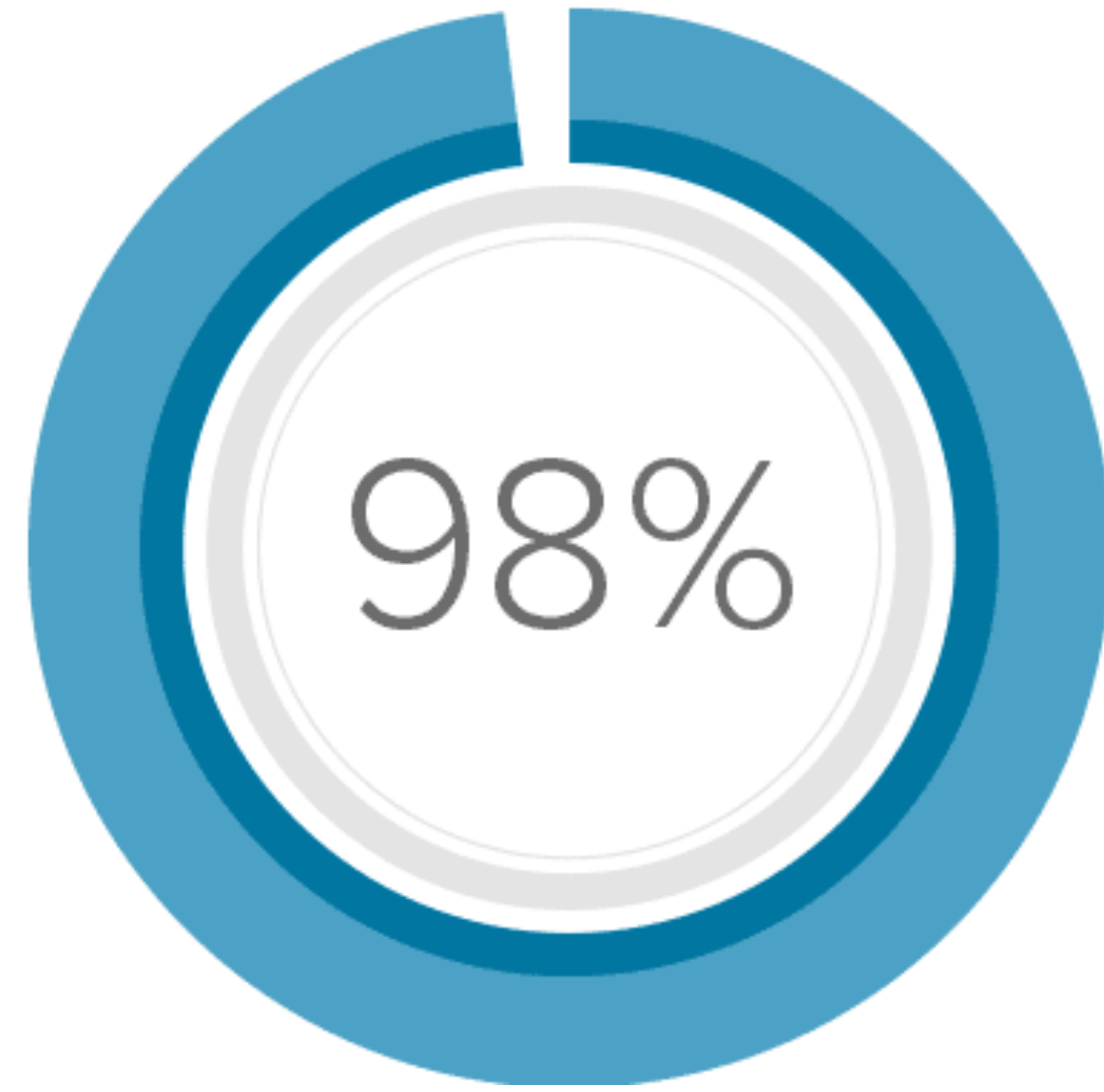
- Your “friends” at the vape industry

No Tobacco?

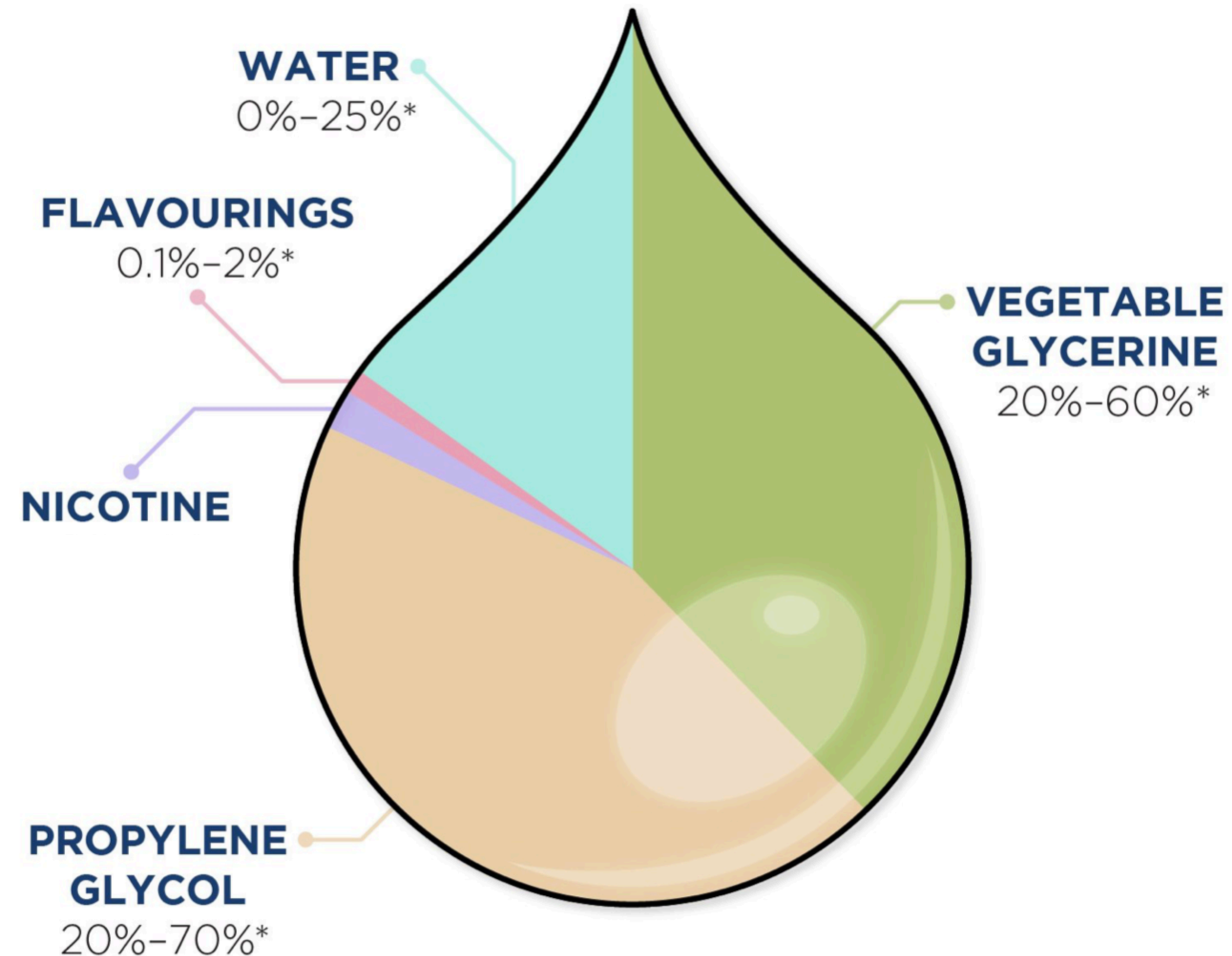
Nicotine

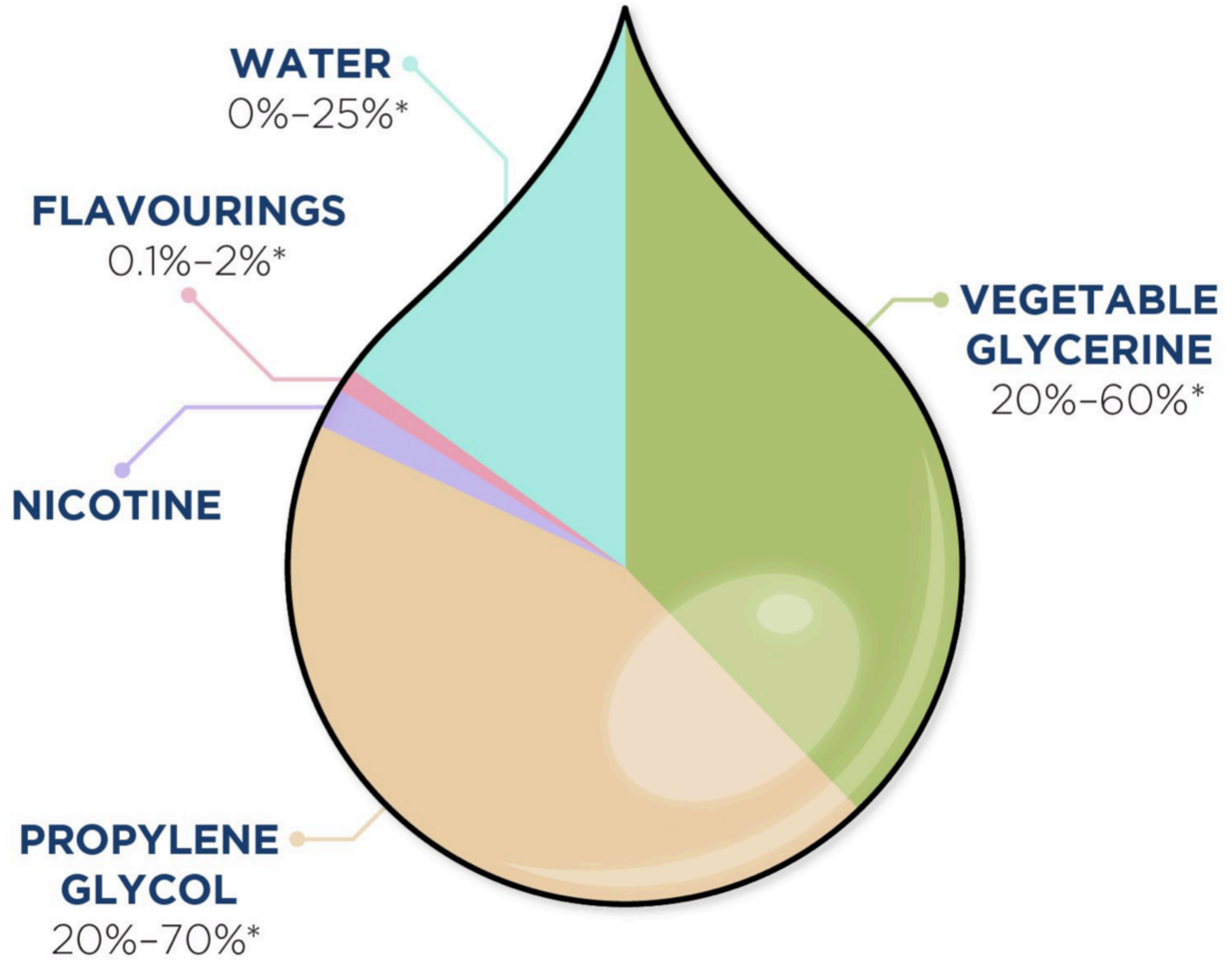
No Tobacco?

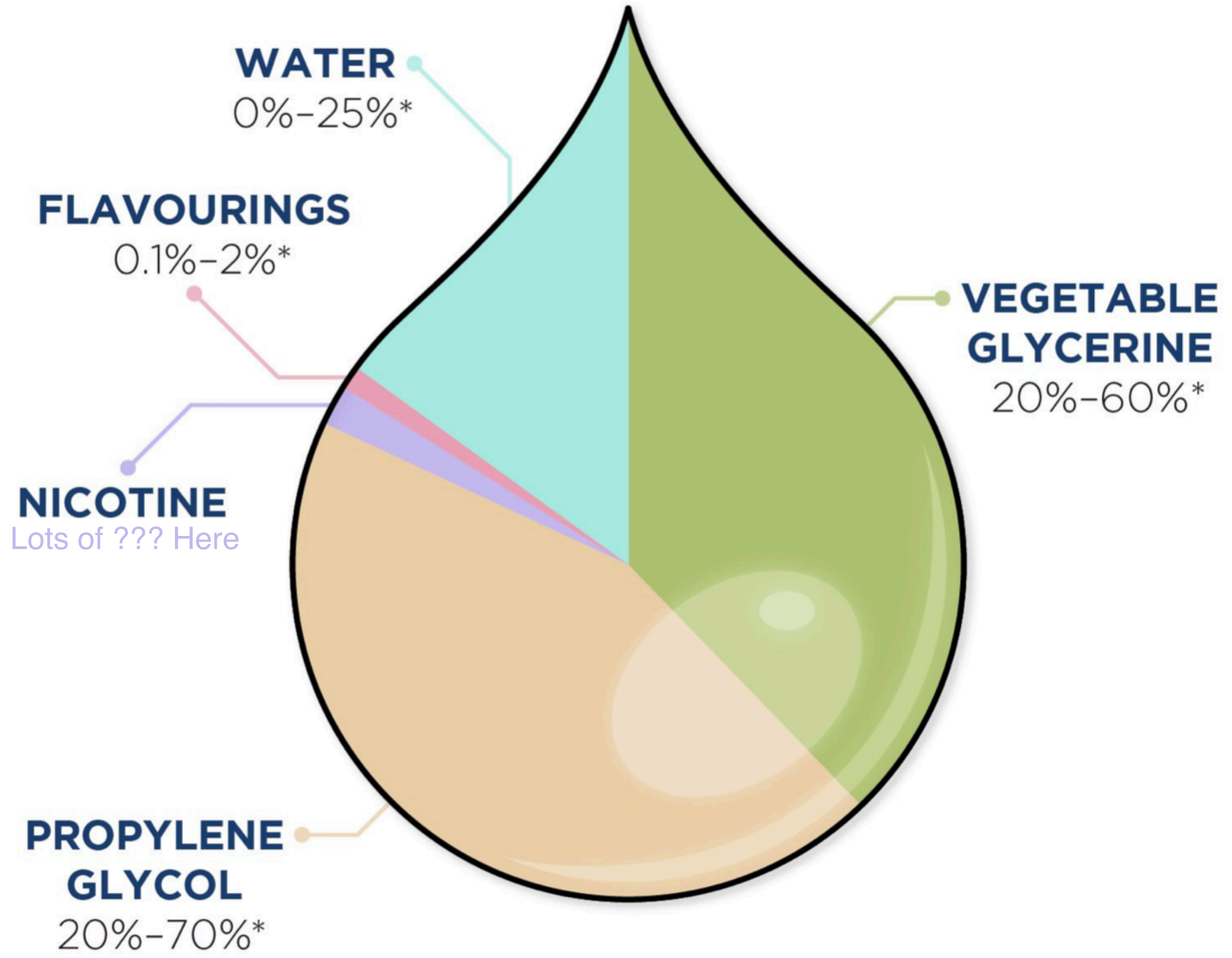
Nicotine



WHAT'S IN AN eLIQUID?

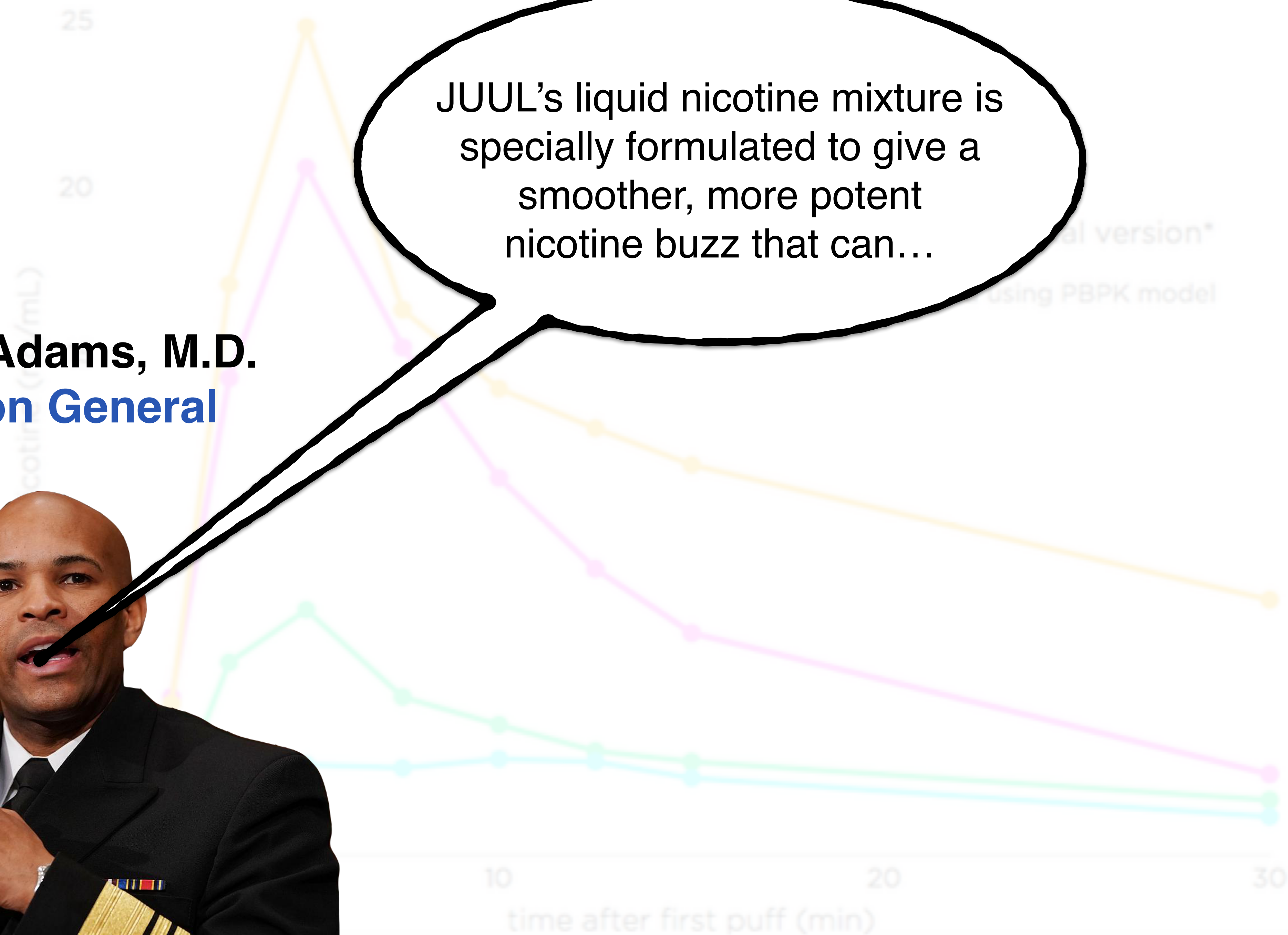






Jerome Adams, M.D.
Surgeon General

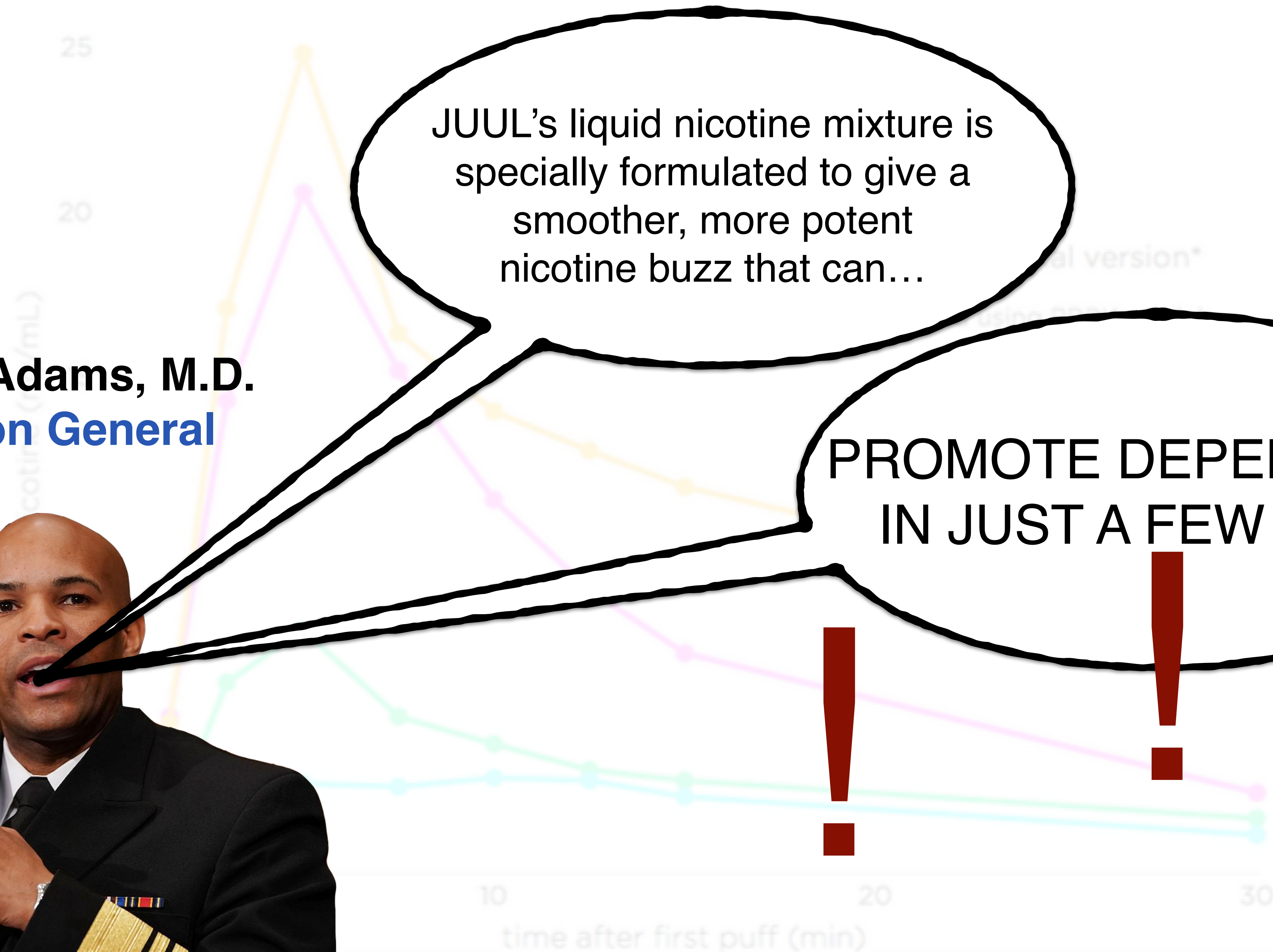
JUUL's liquid nicotine mixture is specially formulated to give a smoother, more potent nicotine buzz that can...



Jerome Adams, M.D.
Surgeon General

JUUL's liquid nicotine mixture is specially formulated to give a smoother, more potent nicotine buzz that can...

**PROMOTE DEPENDENCE
IN JUST A FEW USES!**



NIC SALT

VS

REGULAR NIC

Contains benzoic acid

Faster absorption

Low to super high strength options

Satisfying in high concentrations

Less flavor complexity

Less cloud production

Ideal for smokers and MTL vapers

More expensive

No additive

Slower absorption

Low to medium strength options

Harsh in high concentrations

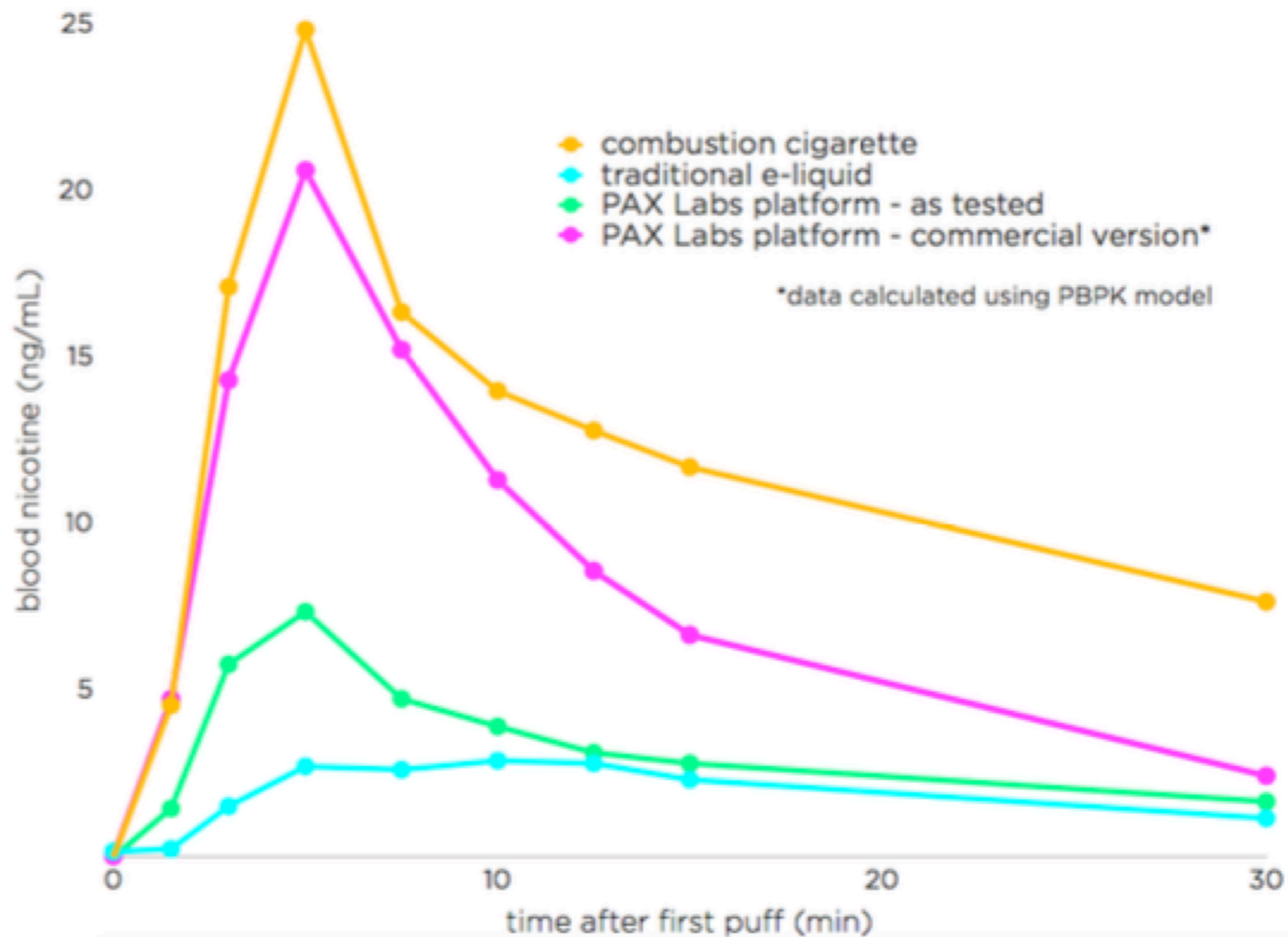
More flavor complexity

More cloud production

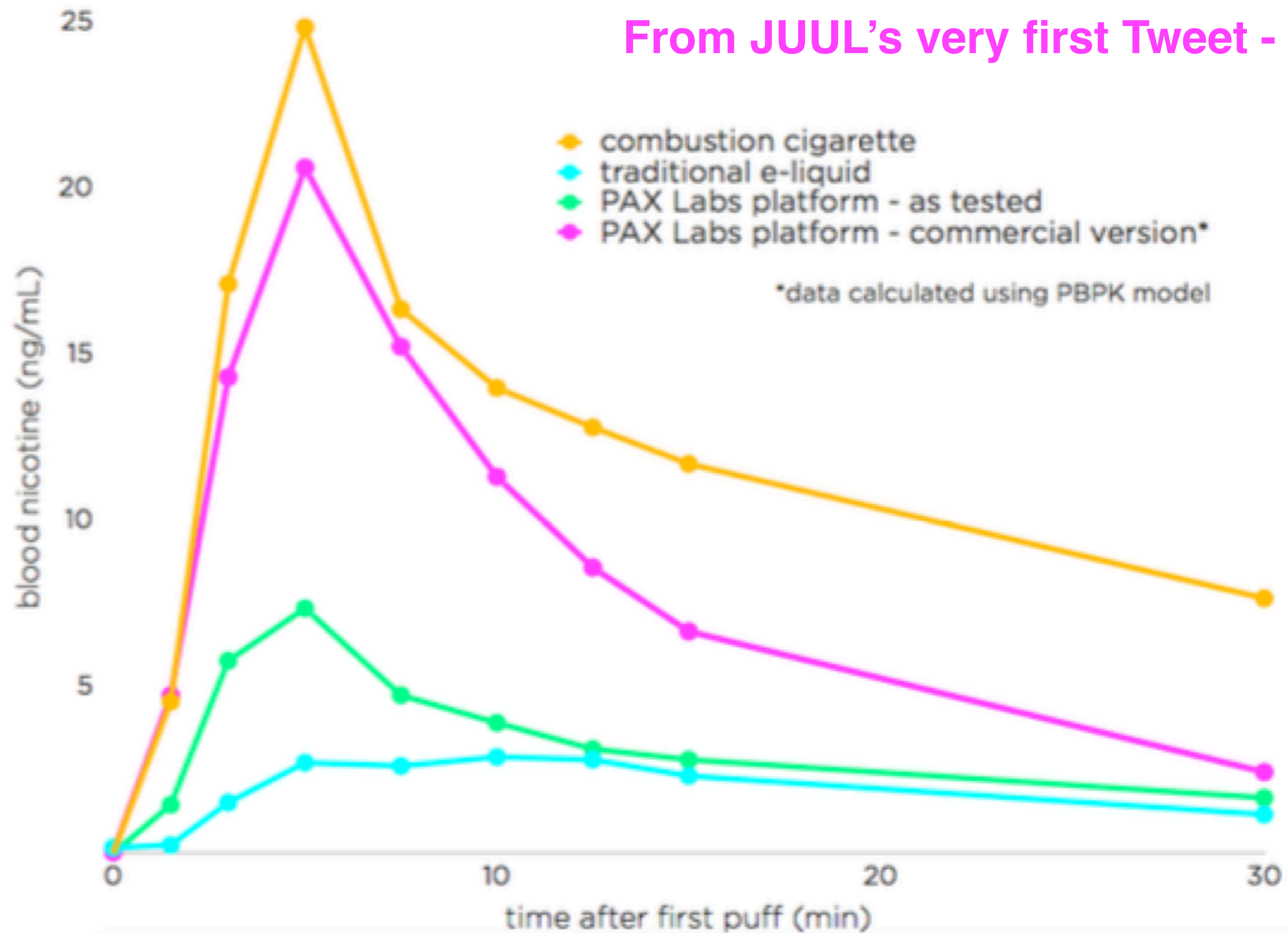
Suitable for most vaping styles

Less expensive





From JUUL's very first Tweet - Mid 2015



Concentration by **Weight**

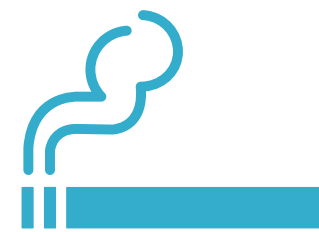
vs.

Concentration by **Volume**

JUUL's Marketing Says:

Nicotine Salt Solution Causes
Nicotine-Blood Levels

30% lower than traditional



Concentration by **Weight**

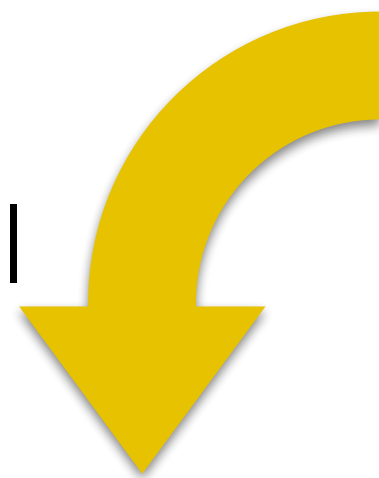
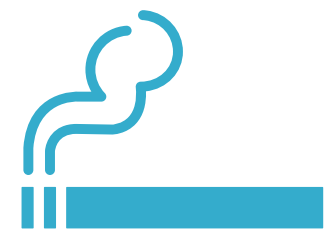
vs.

Concentration by **Volume**

JUUL's Marketing Says:

Nicotine Salt Solution Causes
Nicotine-Blood Levels

30% lower than traditional



JUUL's Patent Says:

Nicotine Salt Solution Causes
Nicotine-Blood Levels

30% higher than traditional



Concentration by **Weight**

vs.

Concentration by **Volume**

JUUL's Marketing Says:

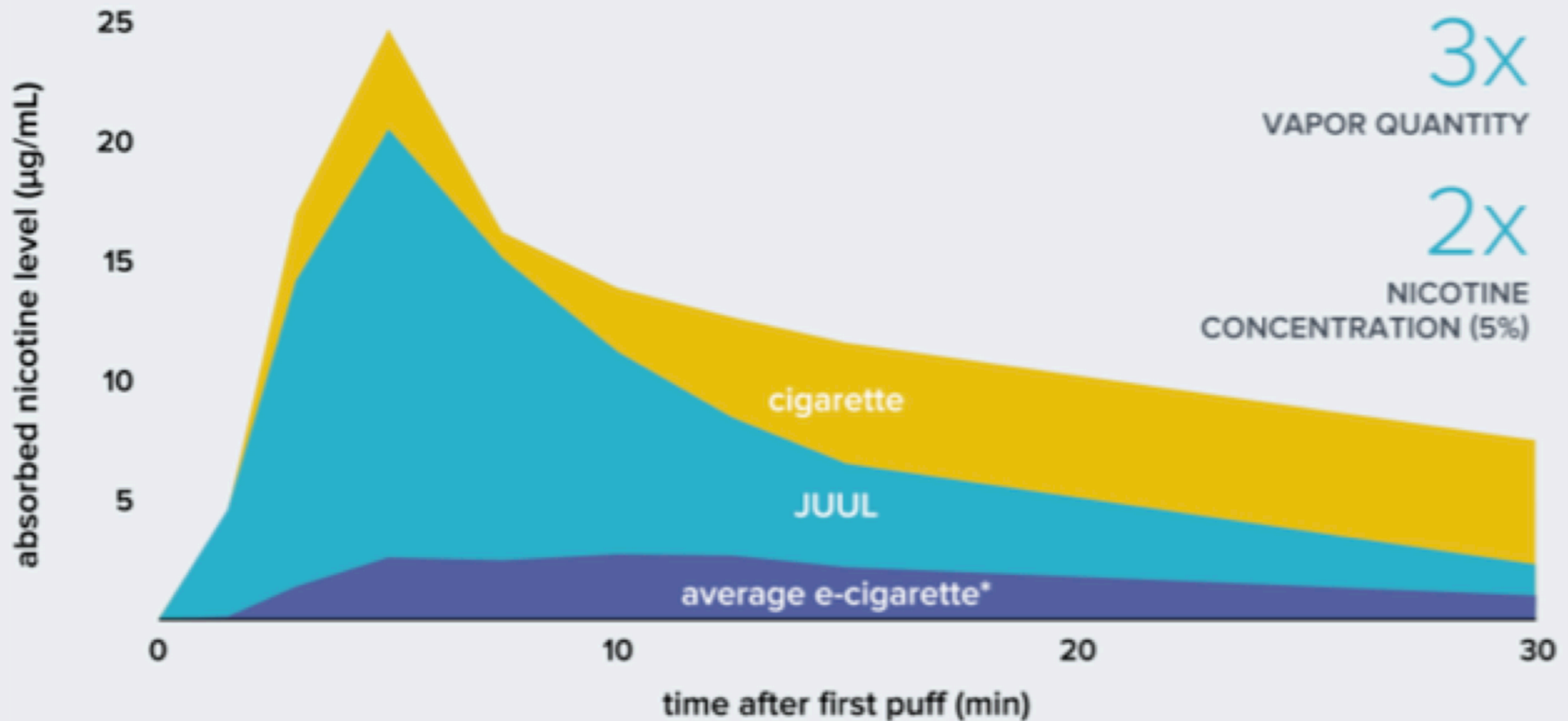
Nicotine Salt Solution Causes
Nicotine-Blood Levels

30% lower than traditional

JUUL's Patent Says:

Nicotine Salt Solution Causes
Nicotine-Blood Levels

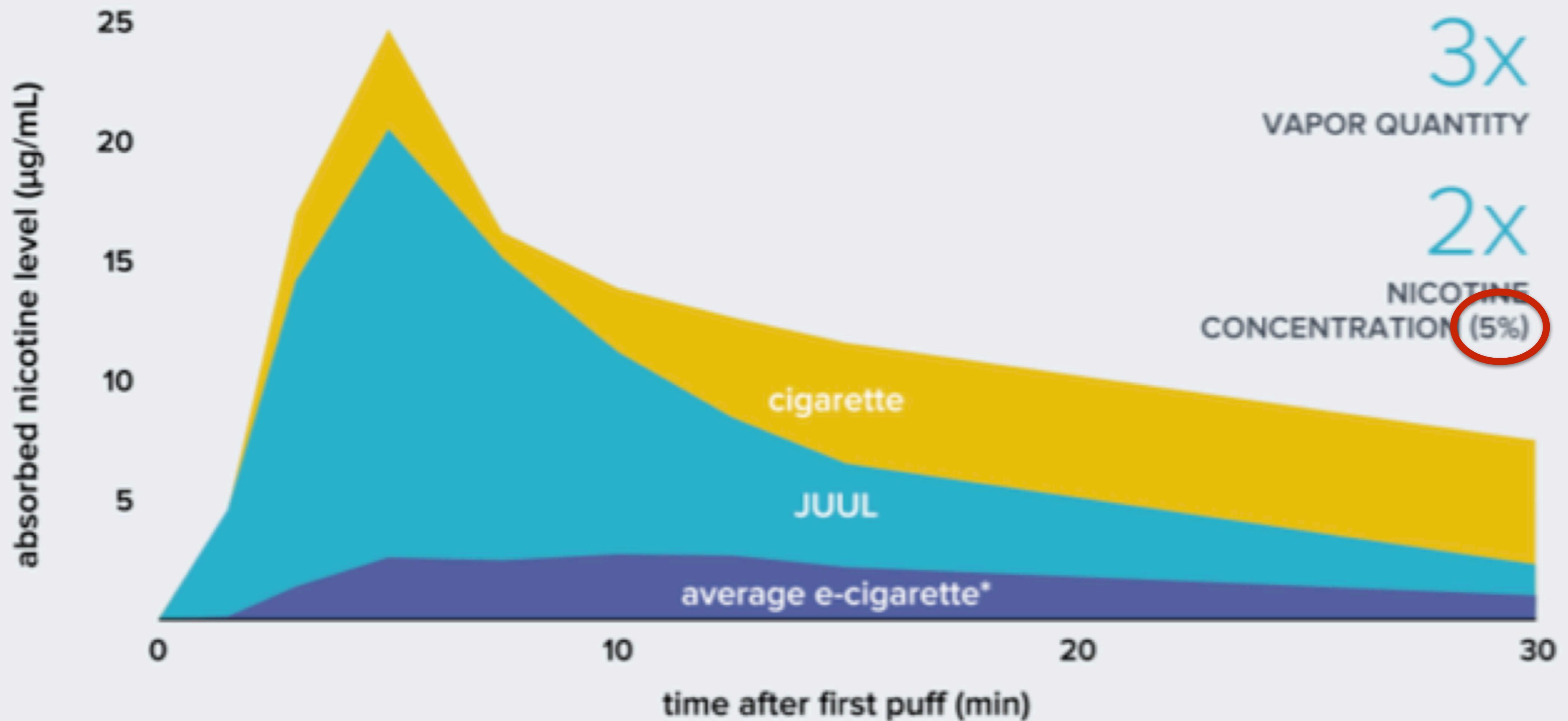
Creating the **FALSE** impression that JUUL is less addictive than traditional cigarettes.



Concentration by Weight

vs.

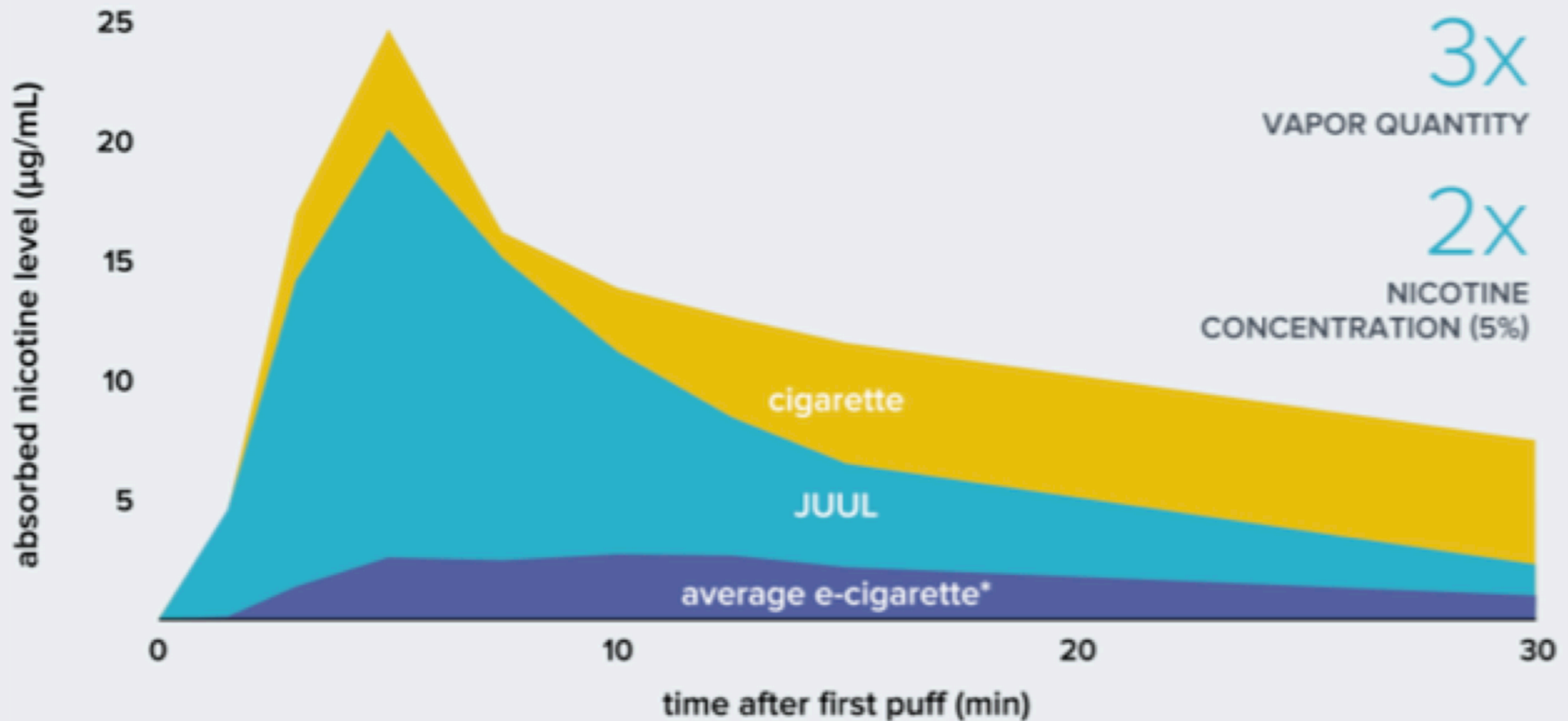
Concentration by Volume



Concentration by Weight

vs.

Concentration by Volume



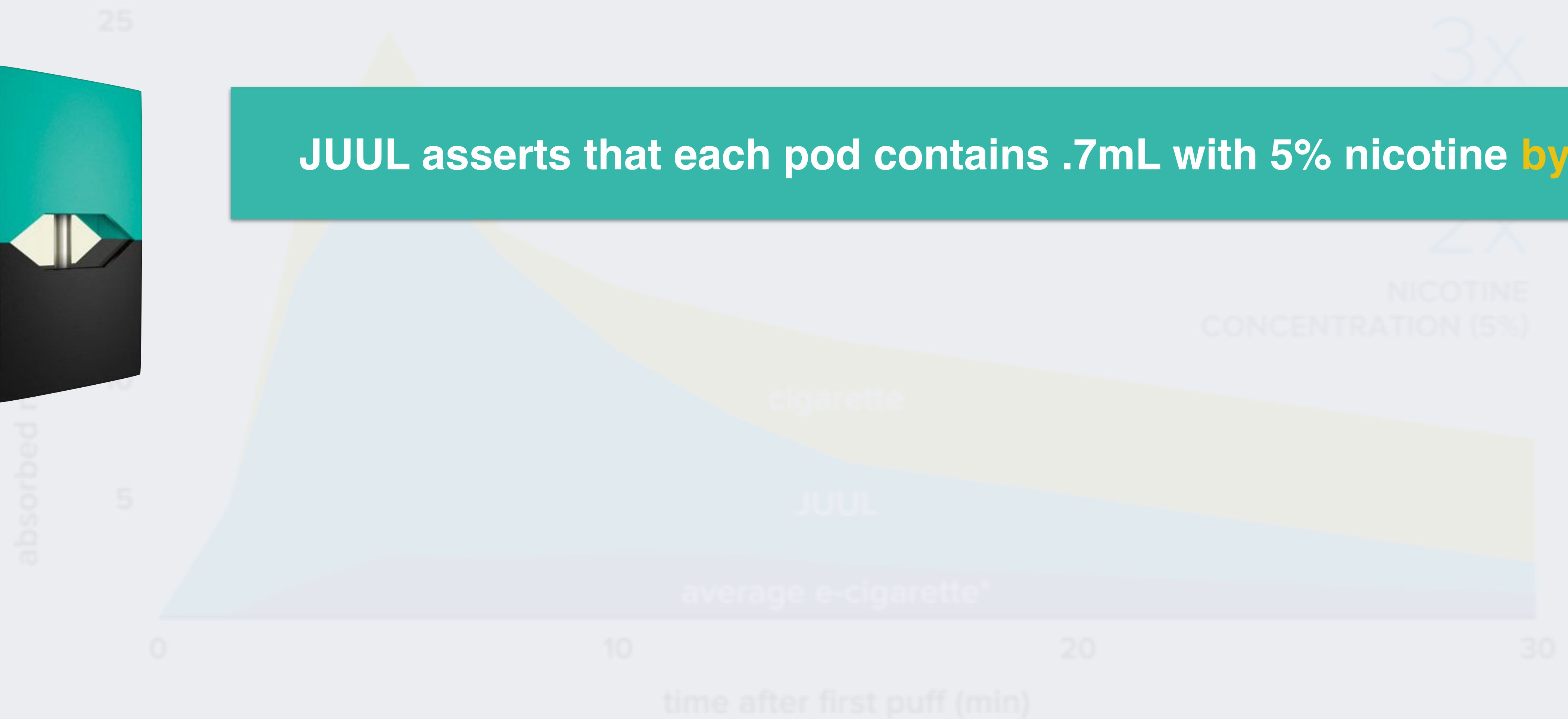
Concentration by Weight

vs.

Concentration by Volume



JUUL asserts that each pod contains .7mL with 5% nicotine **by weight**



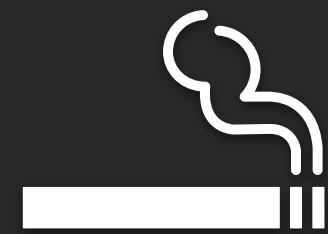
Concentration by **Weight**

vs.

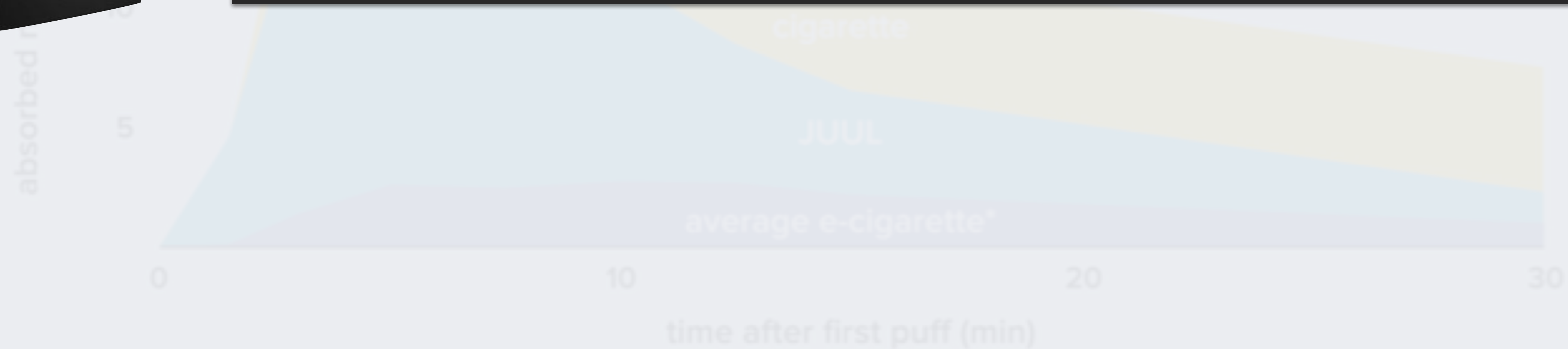
Concentration by **Volume**



JUUL asserts that each pod contains .7mL with 5% nicotine **by weight**



1 Pack or 200 Puffs



Concentration by **Weight**

vs.

Concentration by **Volume**

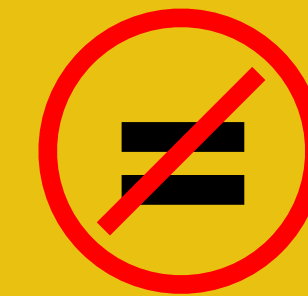


JUUL asserts that each pod contains .7mL with 5% nicotine **by weight**



1 Pack or 200 Puffs

“Weight”

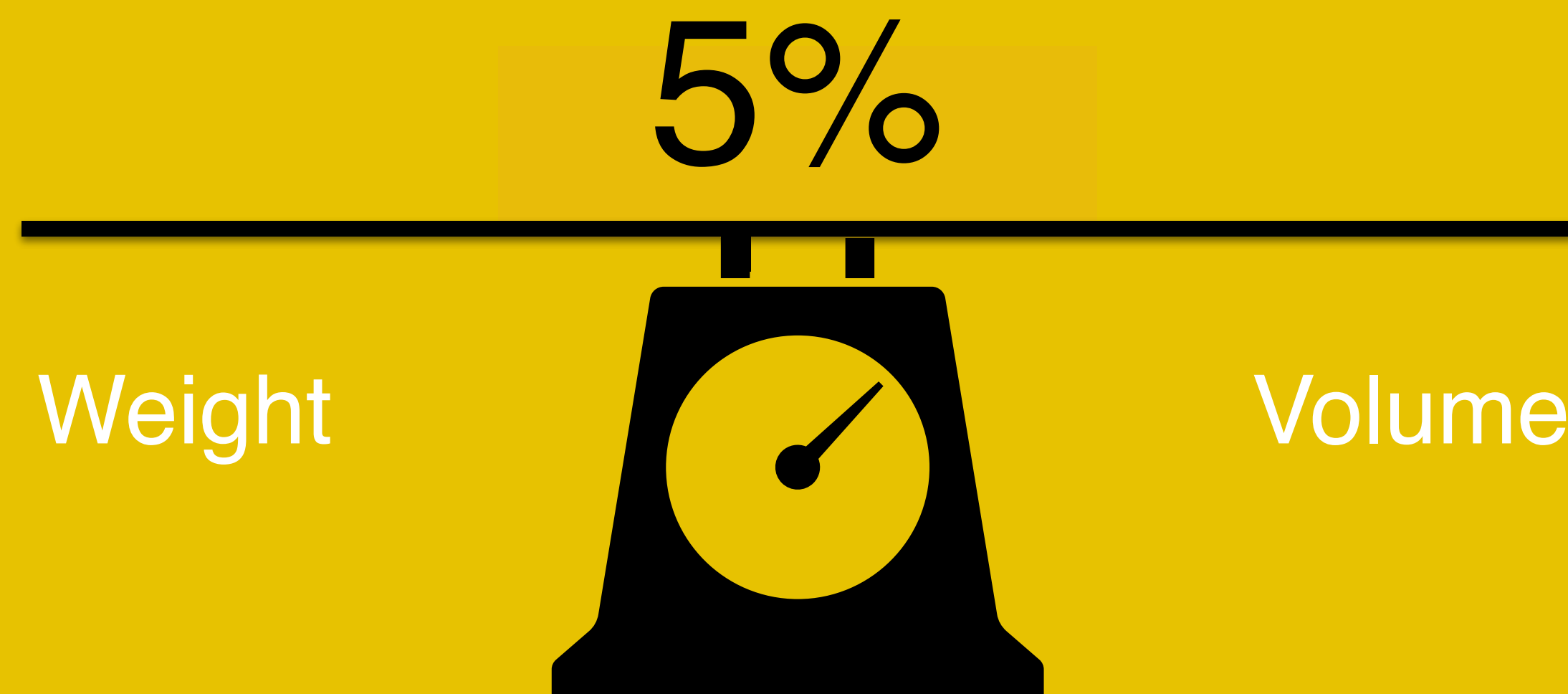


“Volume”

Concentration by **Weight**

vs.

Concentration by **Volume**



5%

Weight

Volume



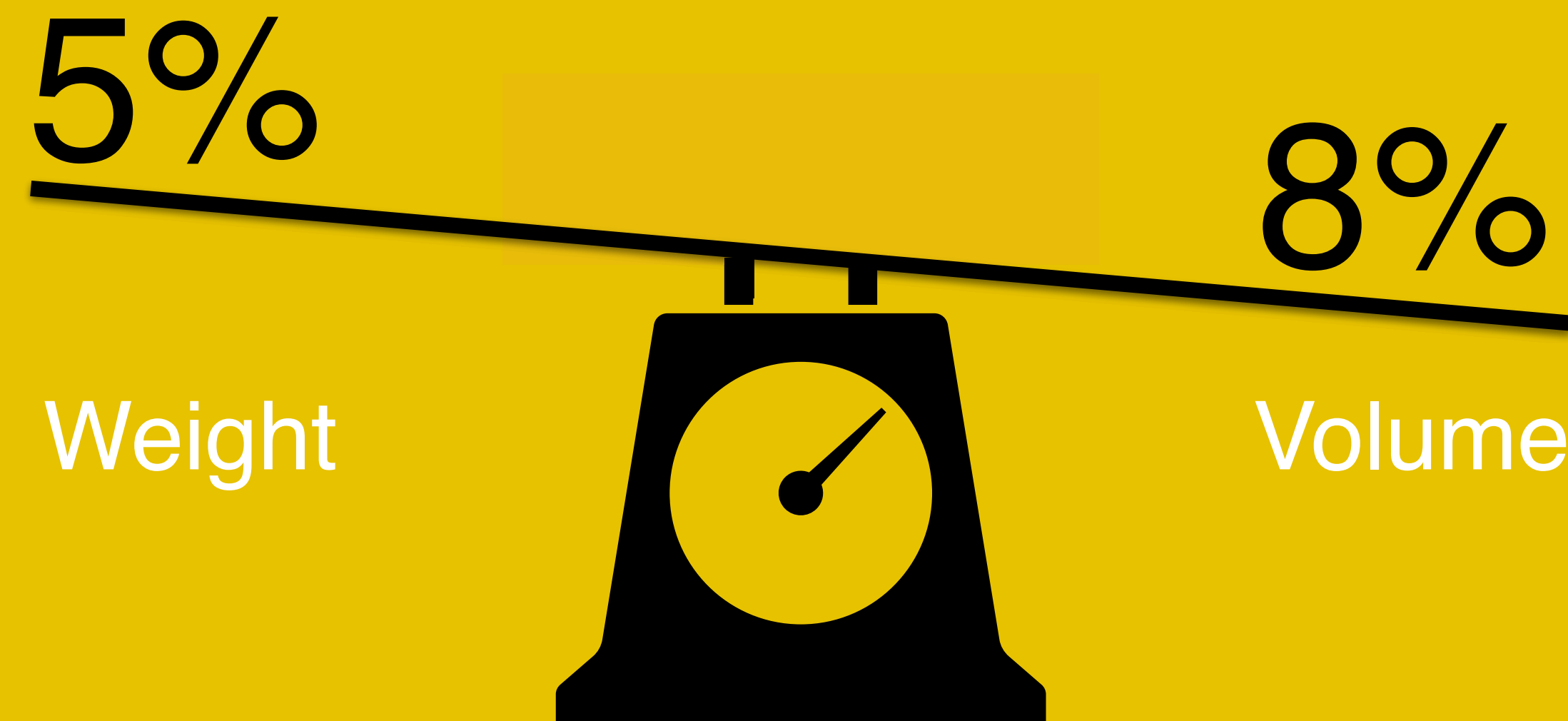
5%

8%

Weight

Volume



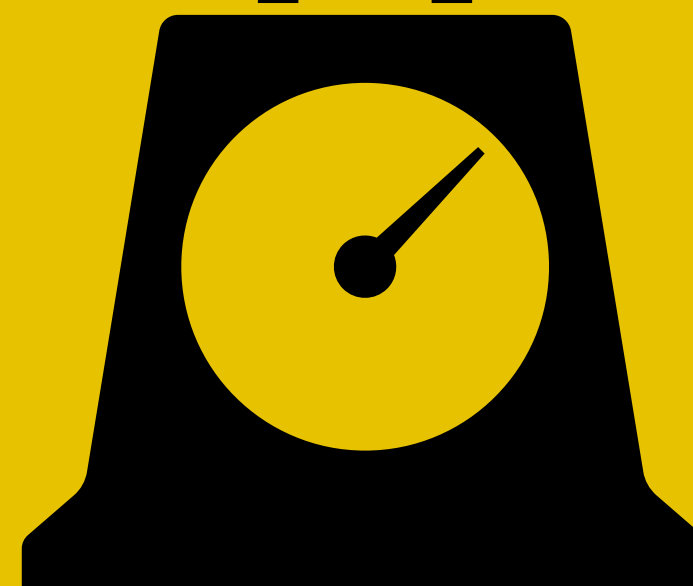


Misrepresents the most material feature of
its product

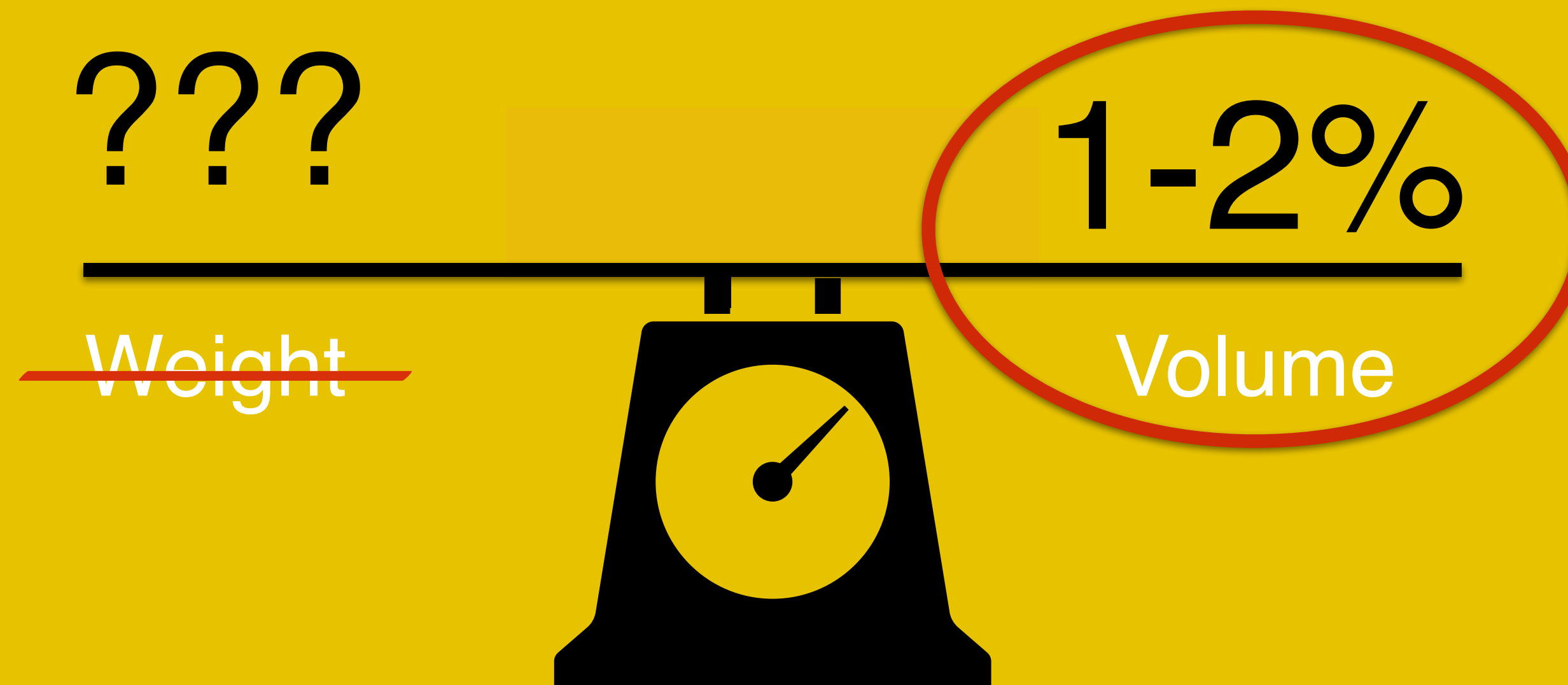
➡ NICOTINE CONTENT

Weight

Volume



Most brands that pre-date JUUL...



NICOTINE CONTENT


➔ 3 times LESS concentrated

Most brands that pre-date JUUL...

Considered
“Super High”

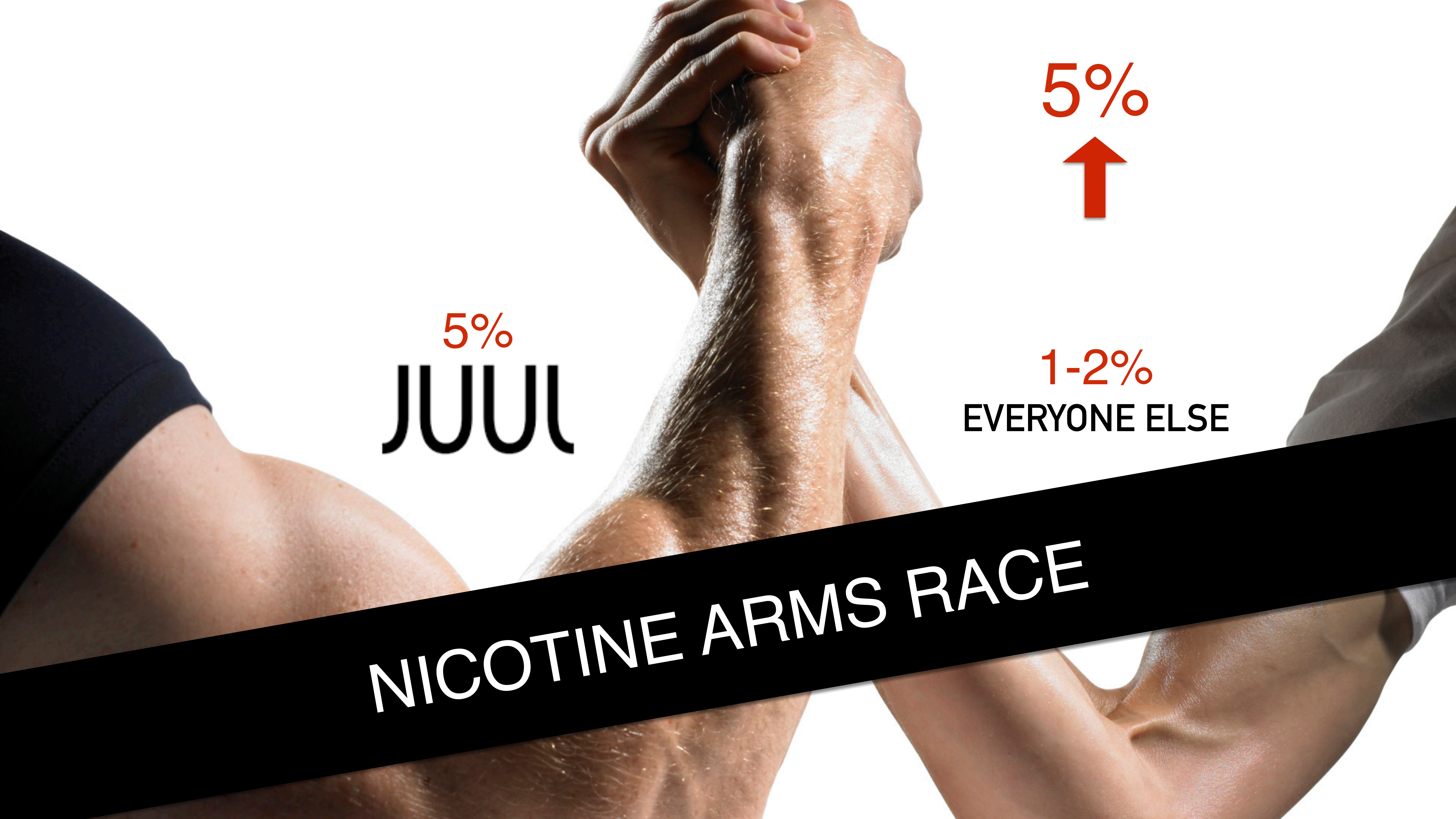
3%





5%
JUUL

1-2%
EVERYONE ELSE



5%
JUUL

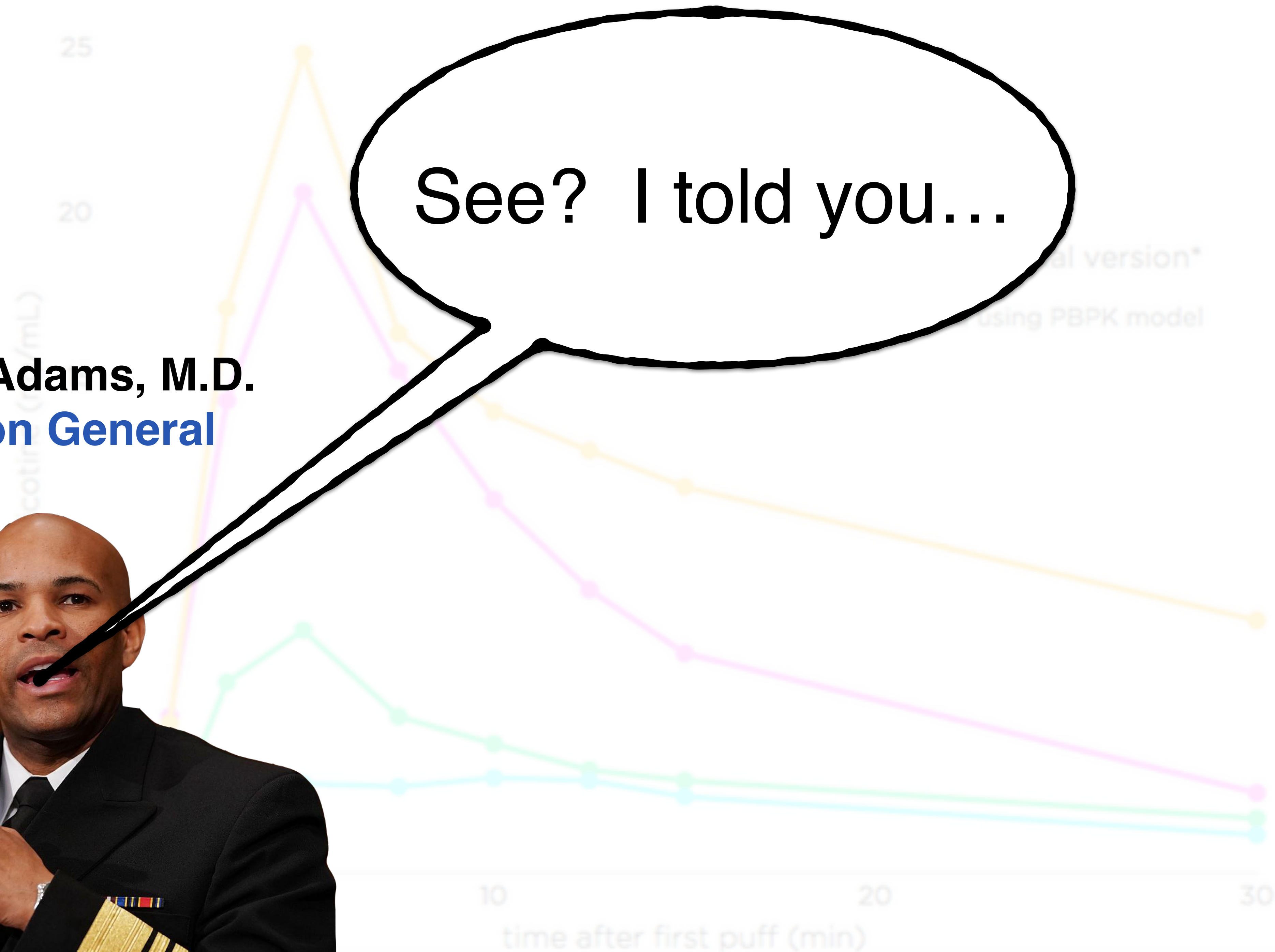
5%
↑

1-2%
EVERYONE ELSE

NICOTINE ARMS RACE

Jerome Adams, M.D.
Surgeon General

See? I told you...



Jerome Adams, M.D.
Surgeon General

See? I told you...

**NO WONDER THESE CAN
PROMOTE DEPENDENCE
IN JUST A FEW USES!**



WARNING:

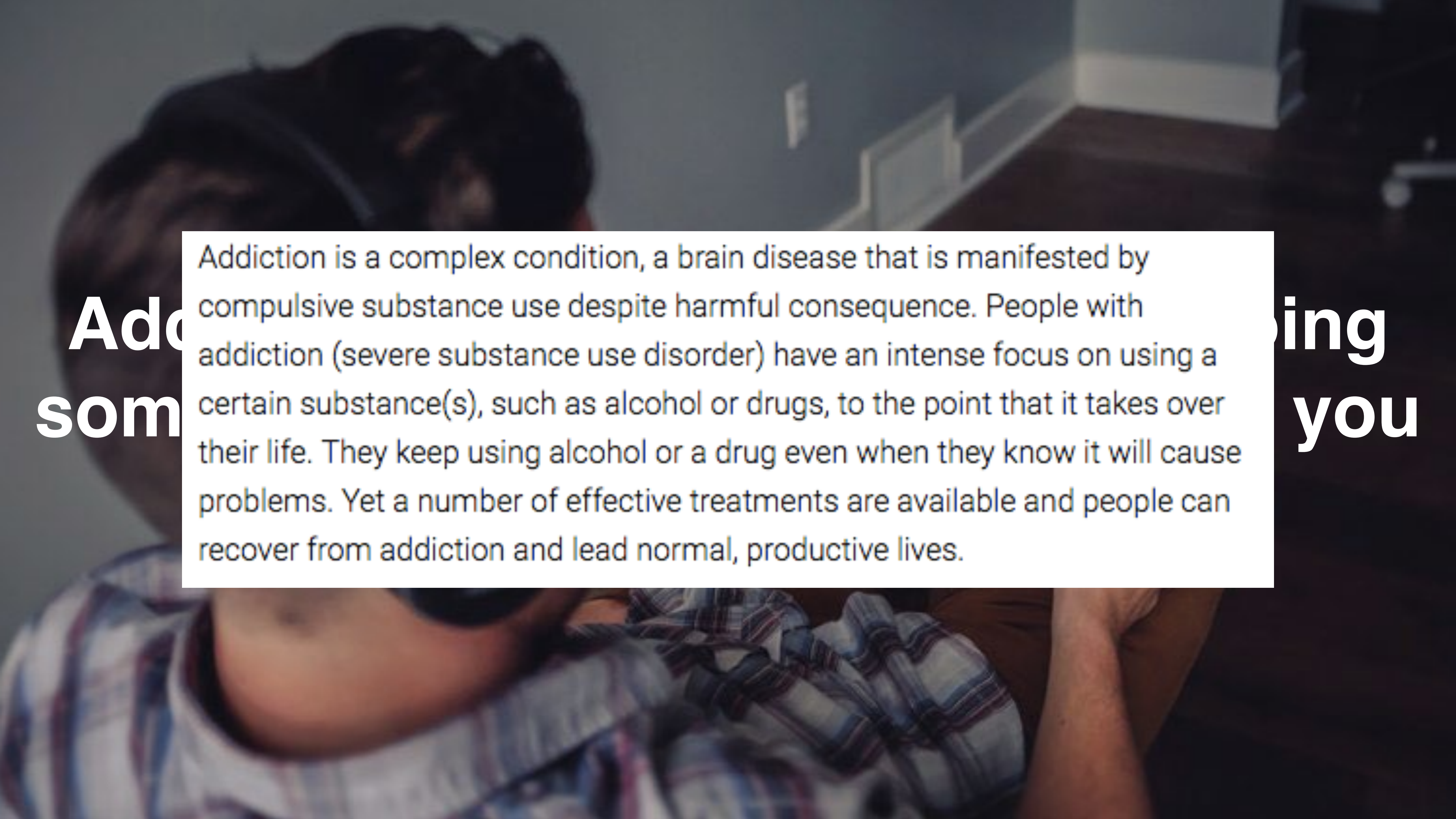
This product contains Nicotine.

**Nicotine is an addictive
chemical.**

WARNING:

This product contains  a lot of Nicotine.

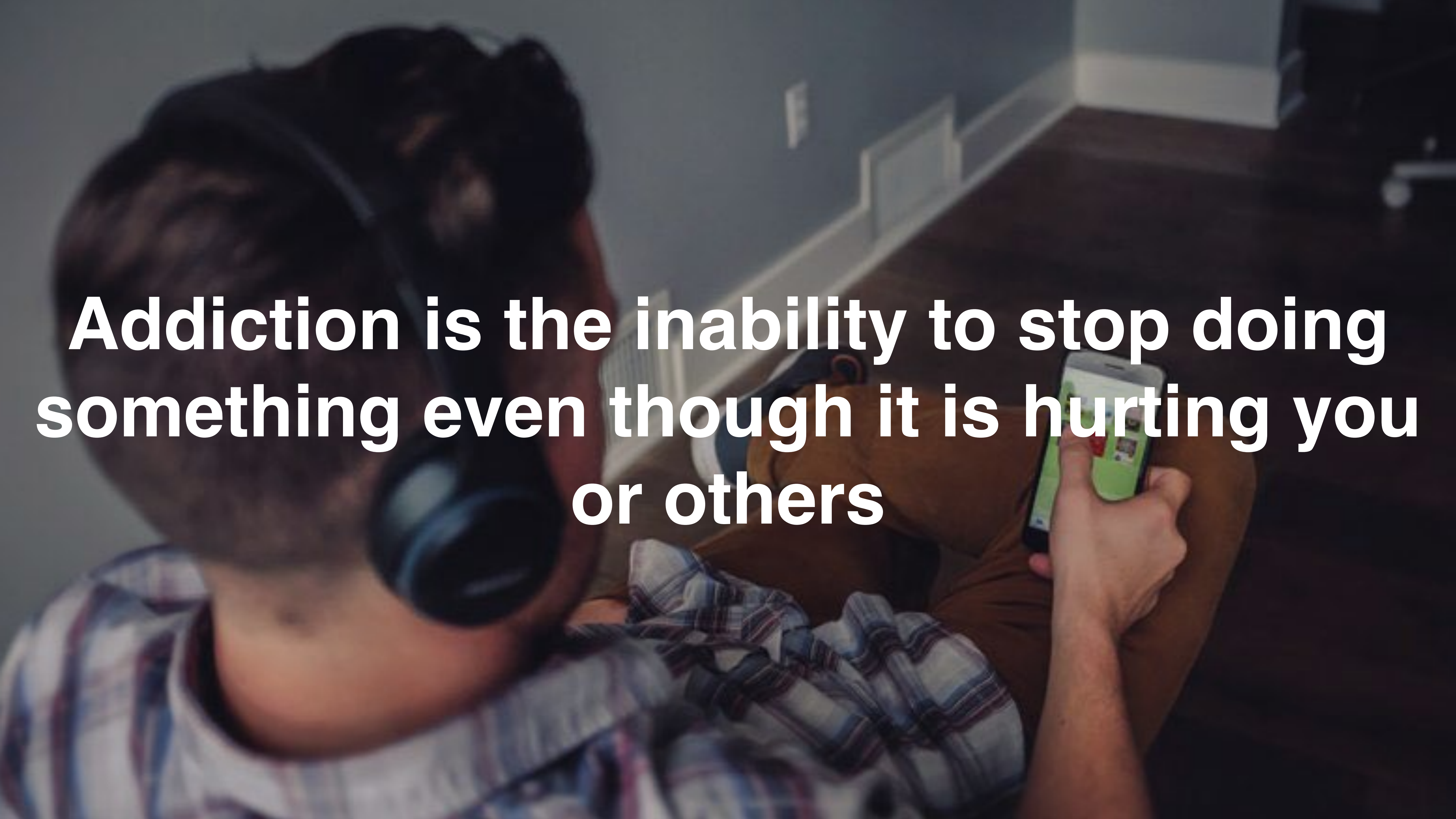
**Nicotine is an  very ~~an~~ addictive
~~chemical.~~  drug."**



Addiction
some

Addiction is a complex condition, a brain disease that is manifested by compulsive substance use despite harmful consequence. People with addiction (severe substance use disorder) have an intense focus on using a certain substance(s), such as alcohol or drugs, to the point that it takes over their life. They keep using alcohol or a drug even when they know it will cause problems. Yet a number of effective treatments are available and people can recover from addiction and lead normal, productive lives.

ing
you



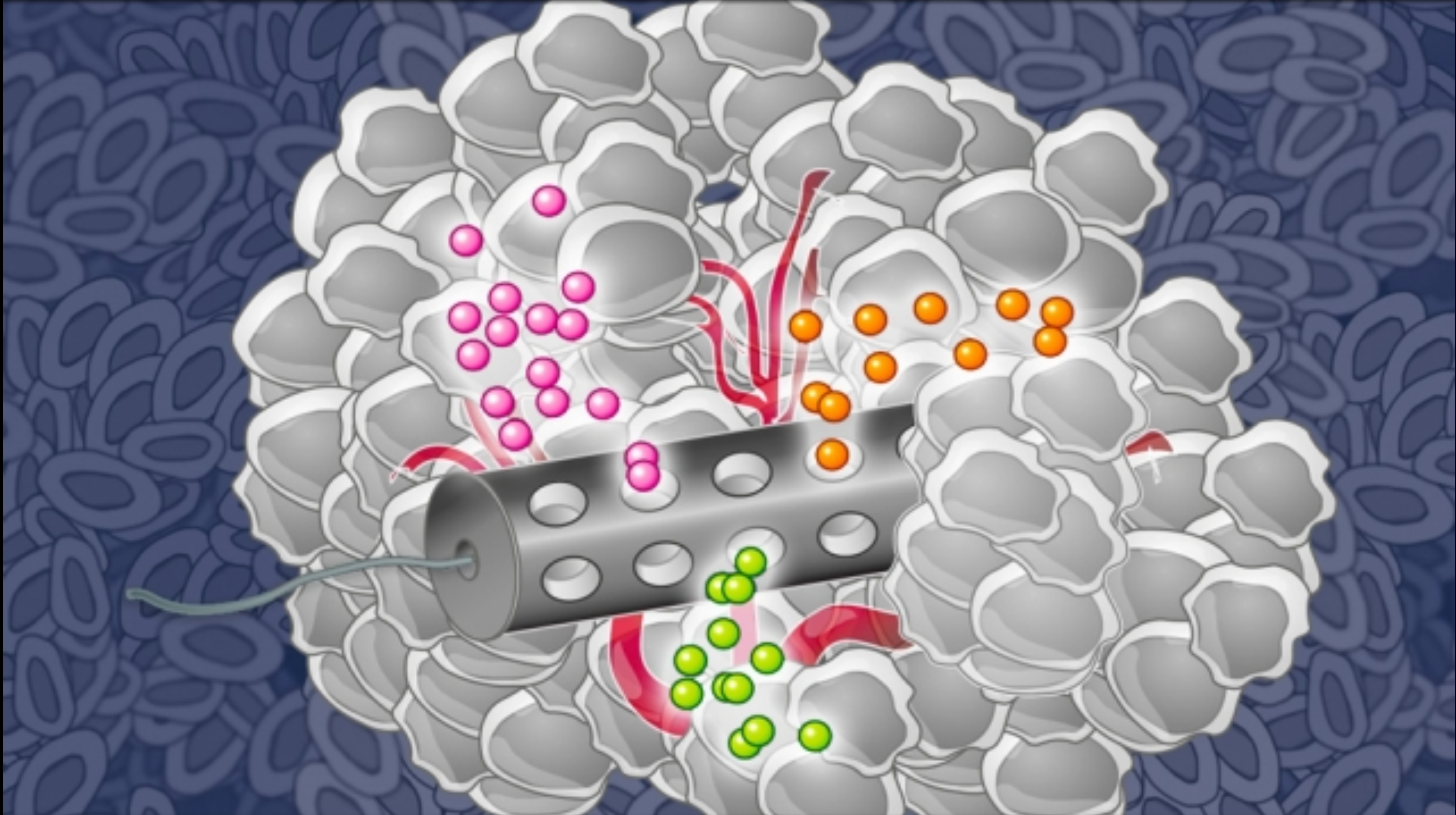
Addiction is the inability to stop doing something even though it is hurting you or others



Substance Use Disorder

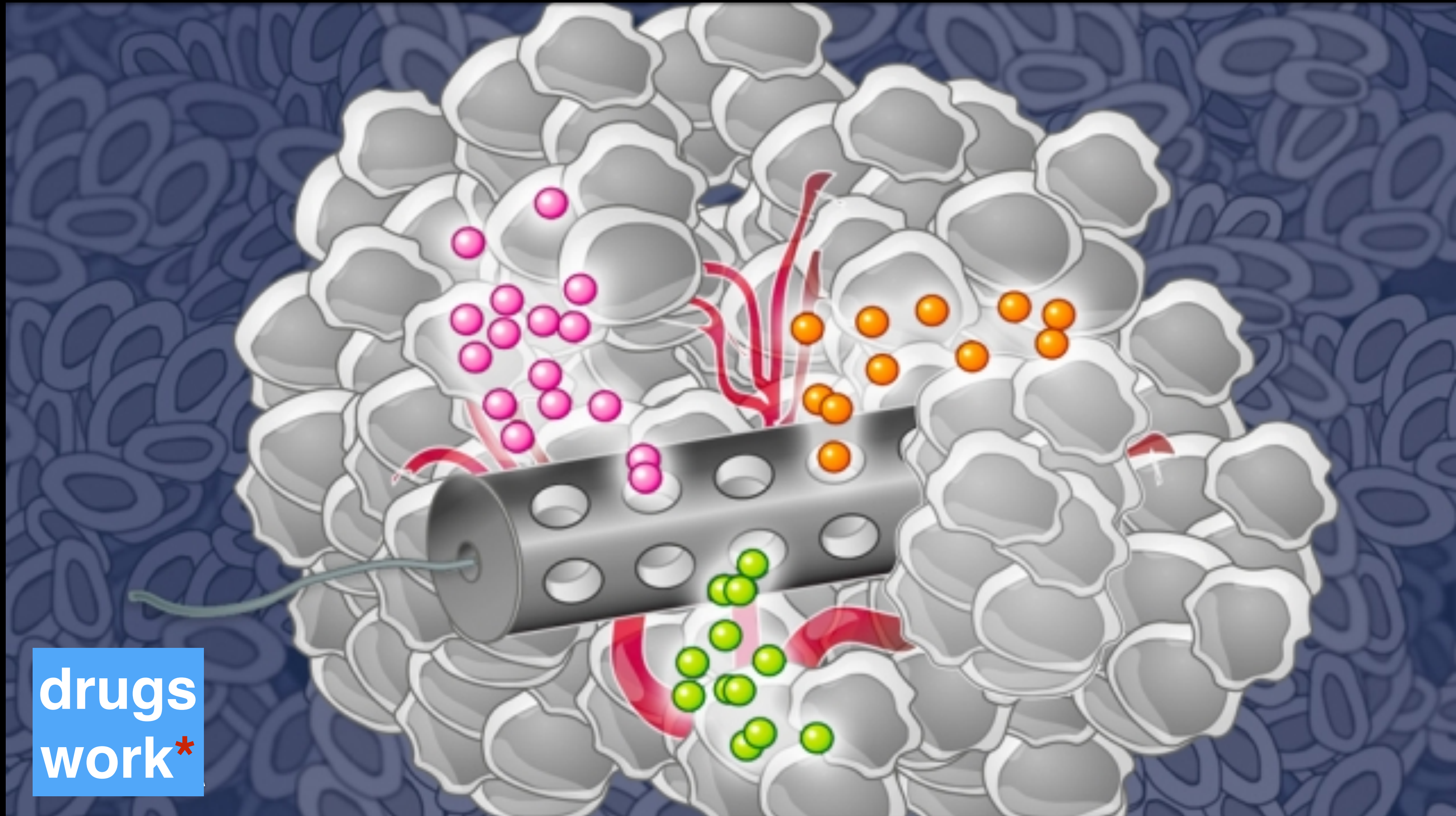
~~Addiction~~ is the inability to stop doing something even though it is hurting you or others

Don't talk about what **CAN** happen.



Let's talk about what **DOES** happen.

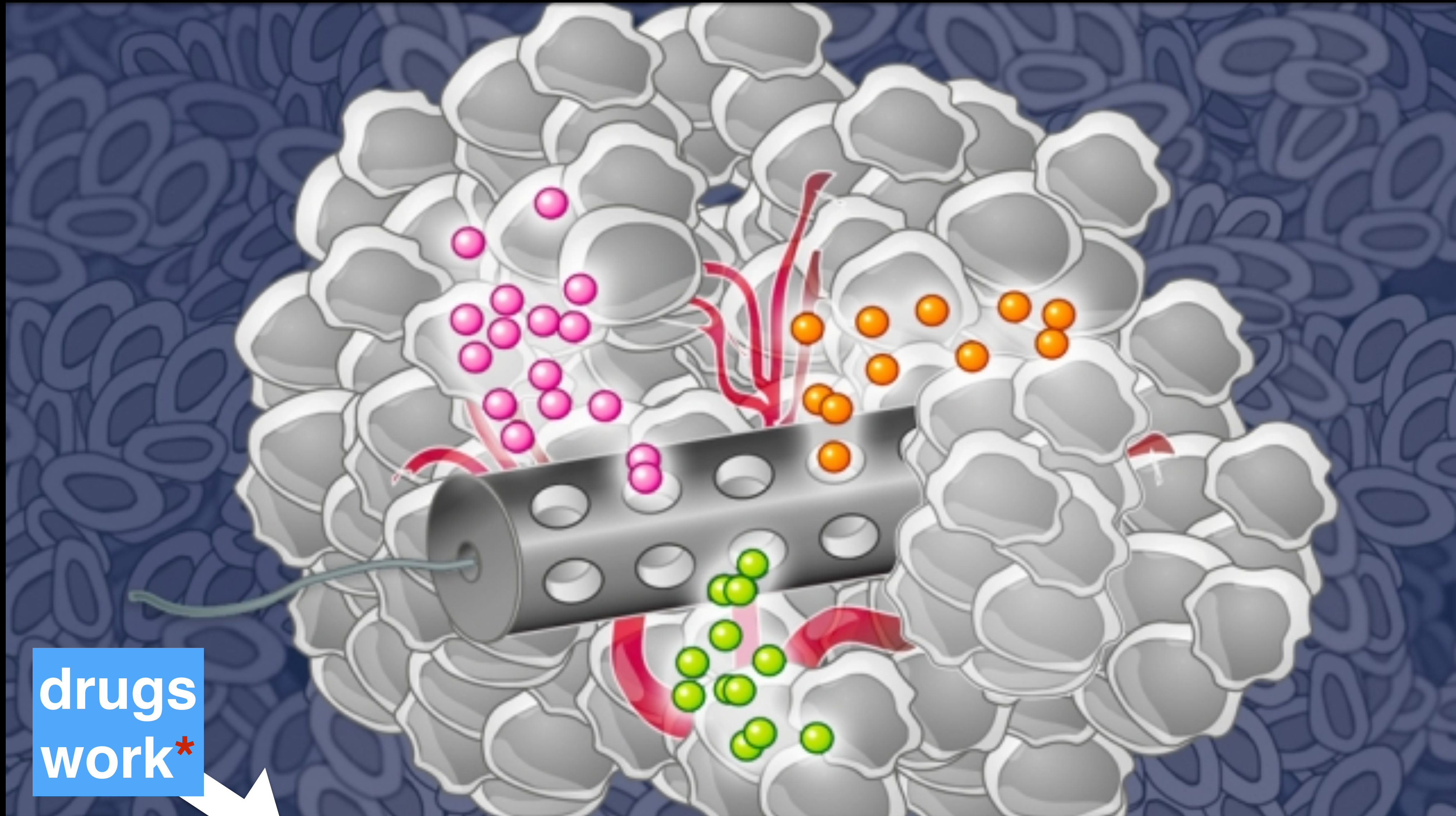
Don't talk about what **CAN** happen.



drugs
work*

Let's talk about what **DOES** happen.

Don't talk about what **CAN** happen.



drugs
work*

Let's talk about what **DOES** happen.

DSM V: Substance Use Disorder
Marijuana Use Disorder
Alcohol Use Disorder
Tobacco Use Disorder

DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder



DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder



DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder

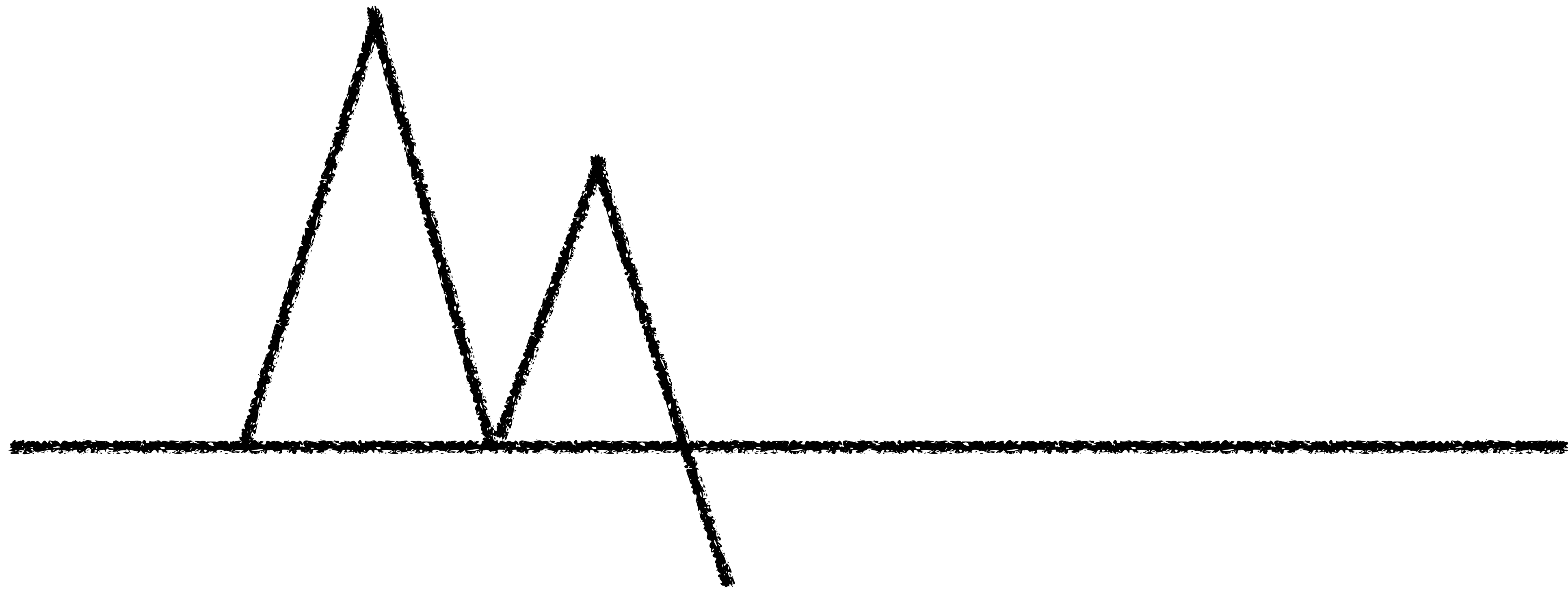


DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder

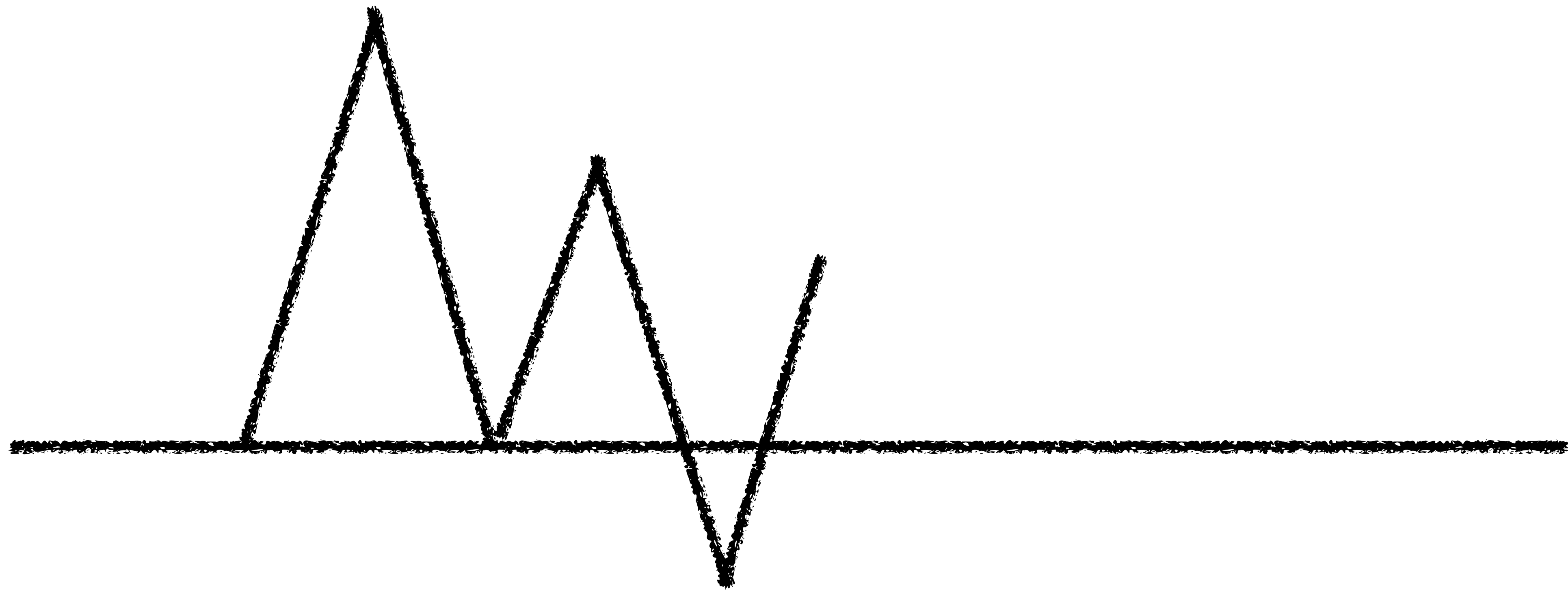


DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder

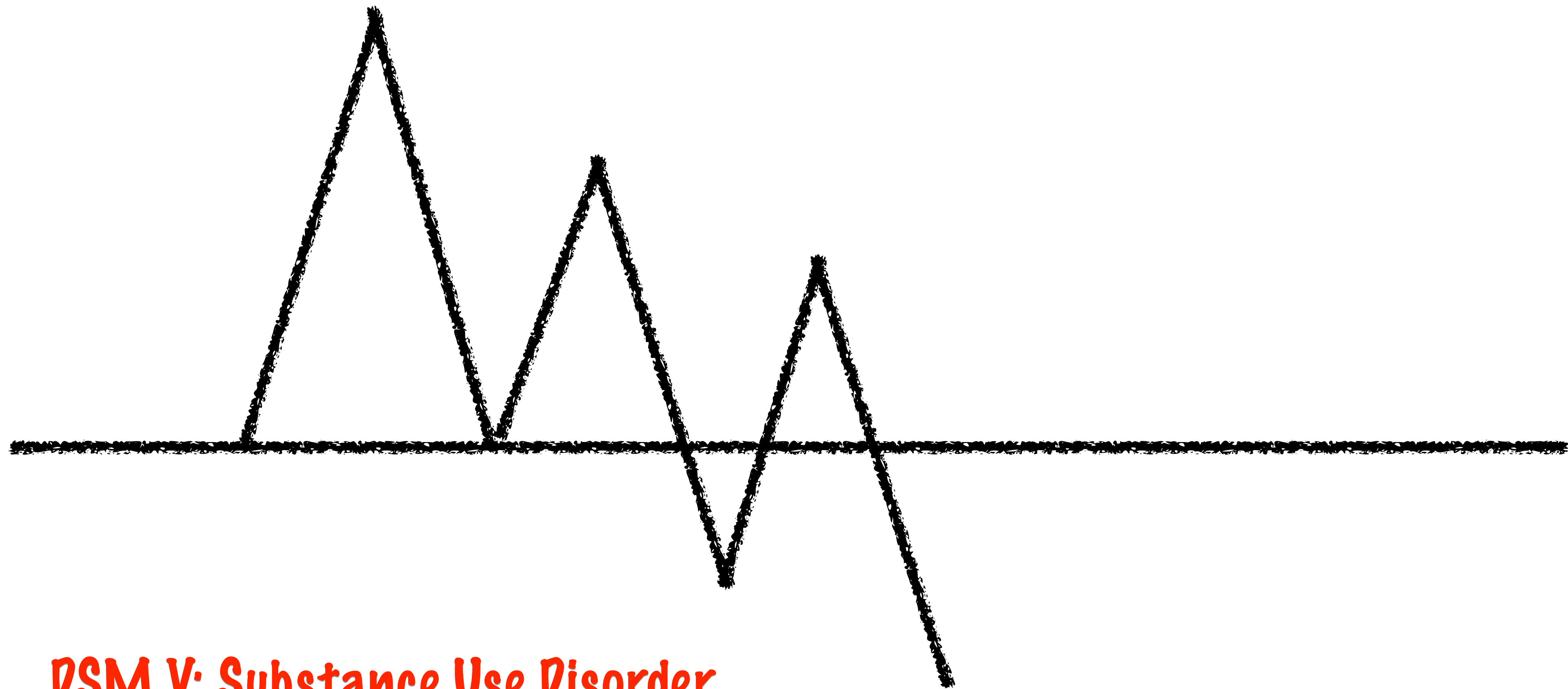


DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder

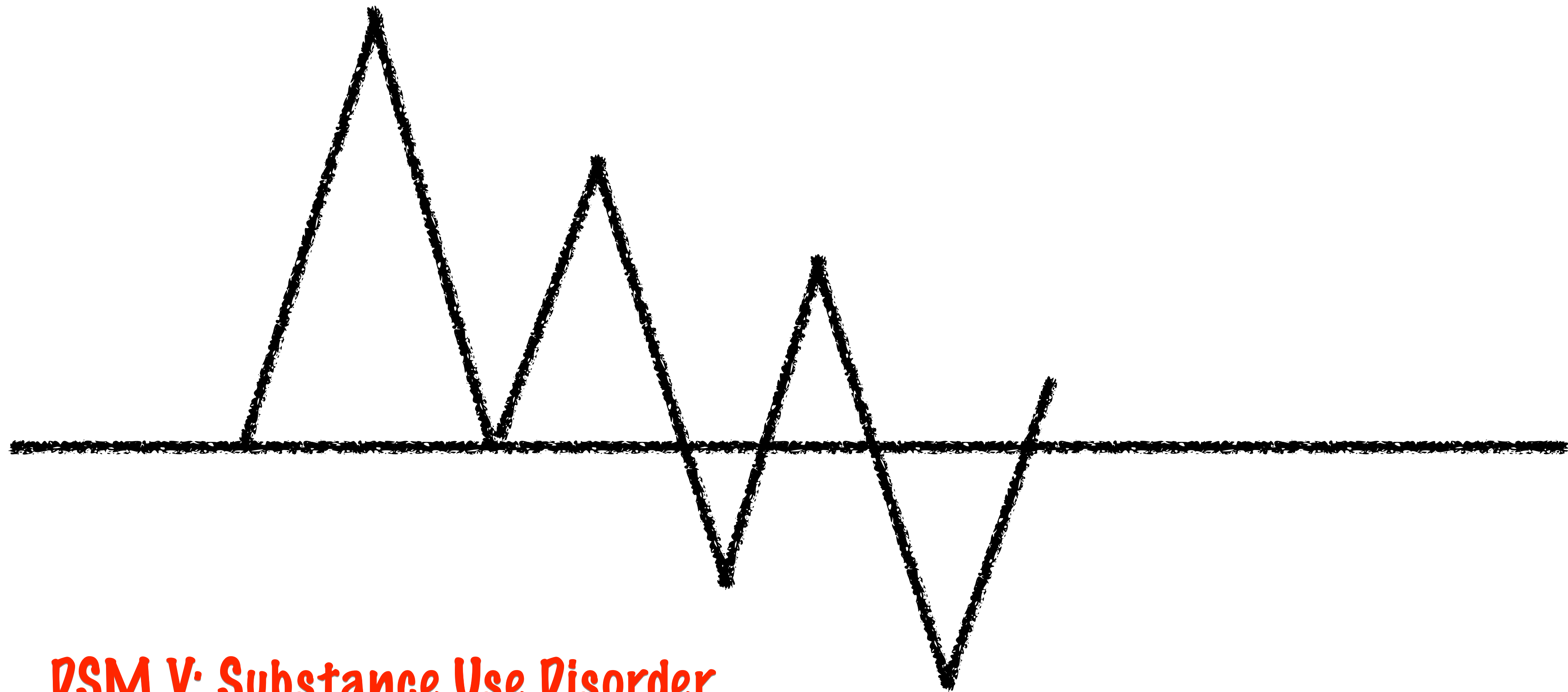


DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder



DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder



DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder

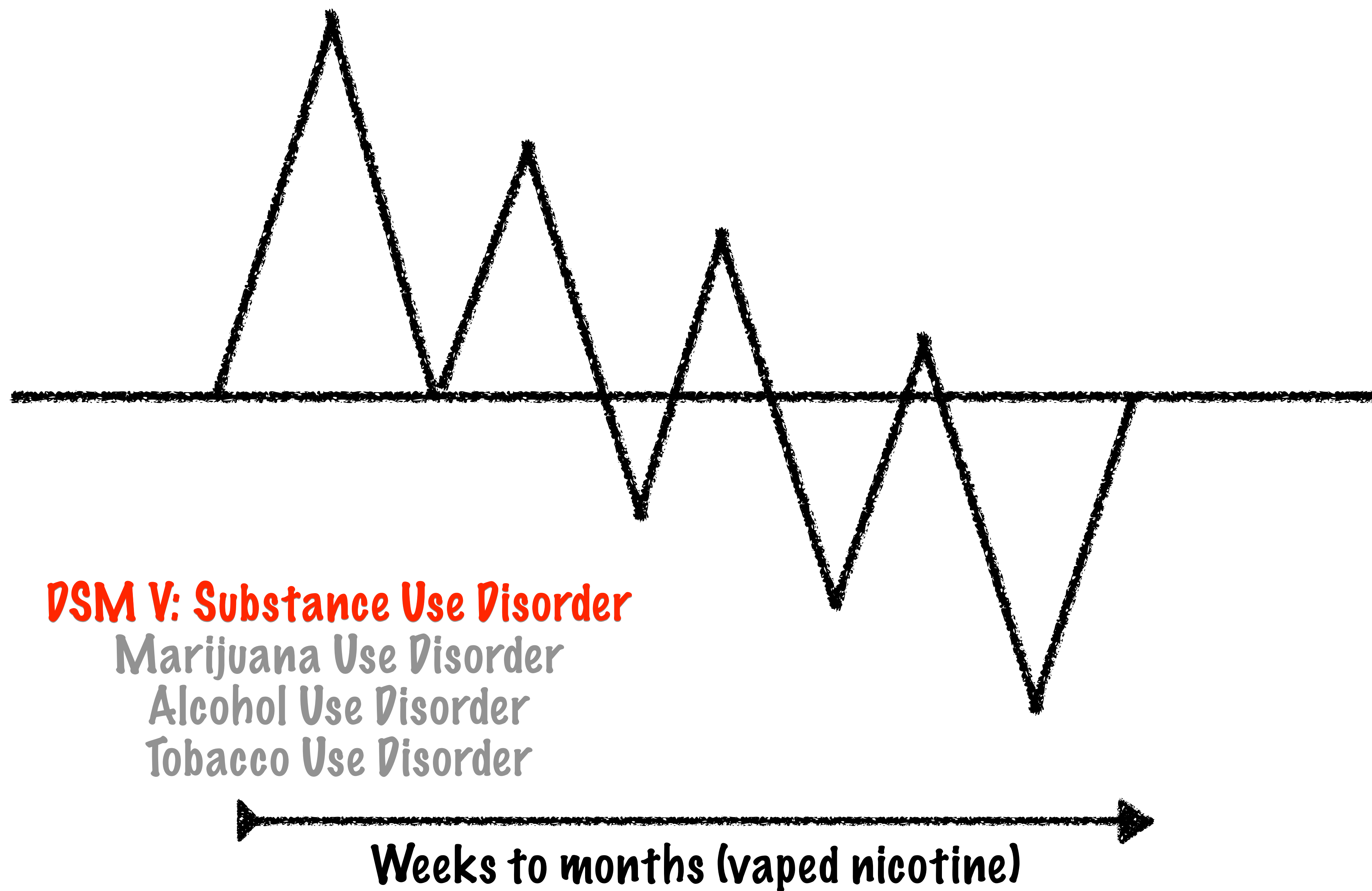


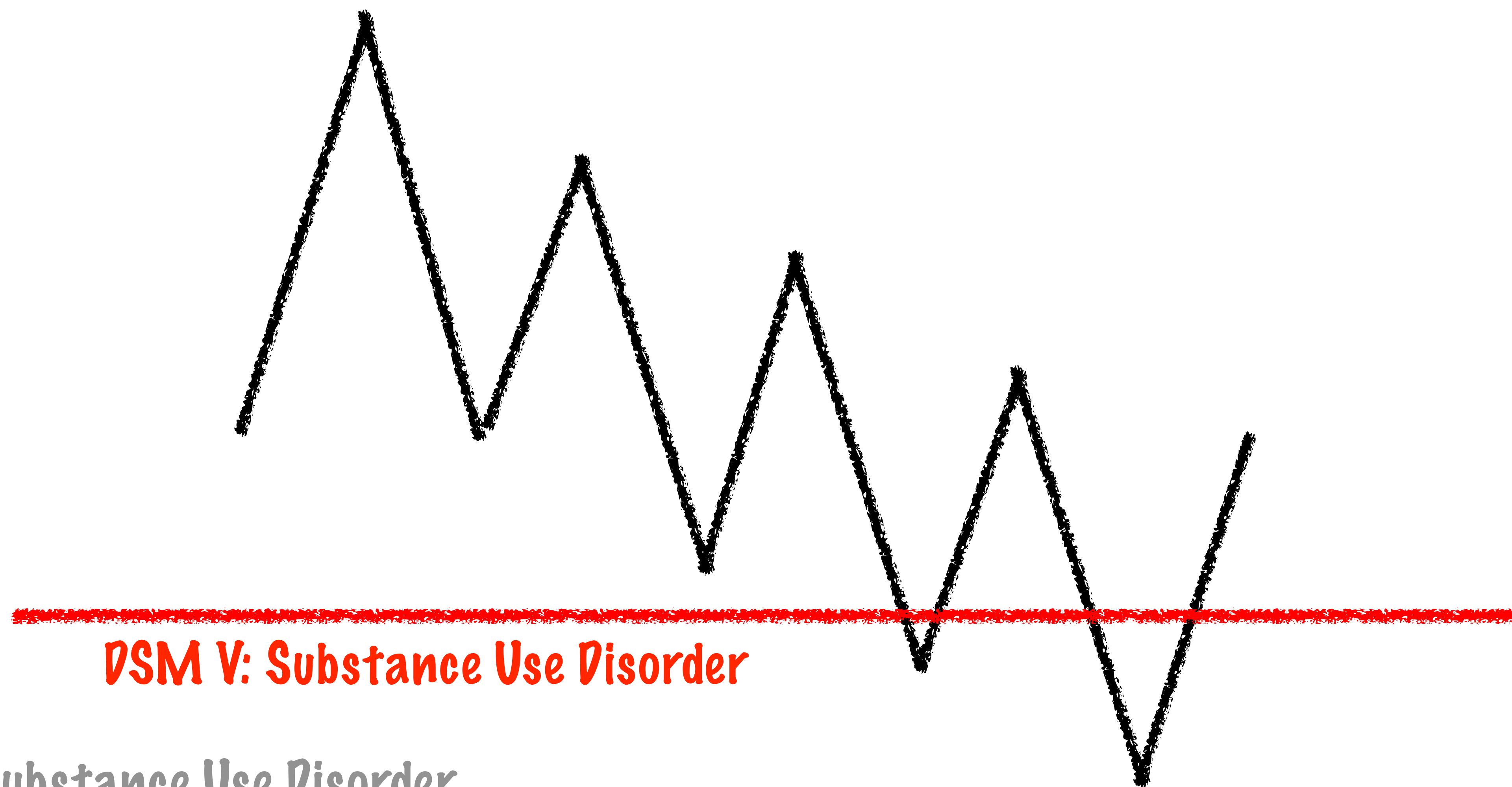
DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder





DSM V: Substance Use Disorder

DSM V: Substance Use Disorder

Marijuana Use Disorder

Alcohol Use Disorder

Tobacco Use Disorder

We Know They're Harmful

Even without Tobacco

“Unlike cigarettes, our products have never been proven to cause cancer!”

 - Your “friends” at the vape industry

We Know They're Harmful

Even without T-1

TRUE

en
!"

years to
determine if a product
increases
risk
of cancer



- Your "friends" at the vape industry

We Know They're Harmful

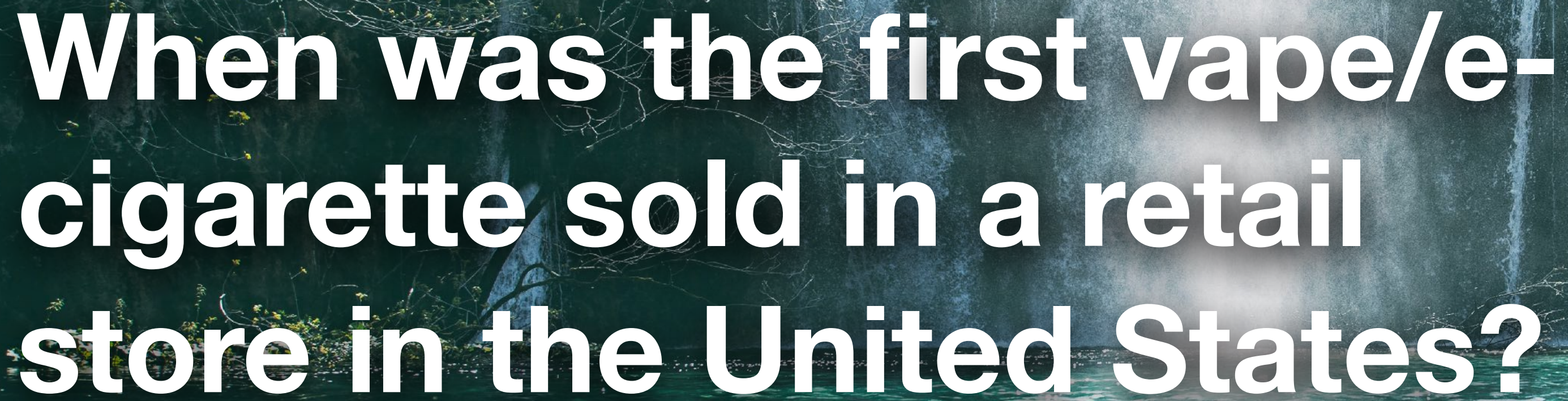
**Cause
Cancer?**

**Cancer takes years to
develop.**

**Can take 15-20 years to
determine if a product
increases a person's risk
of cancer**

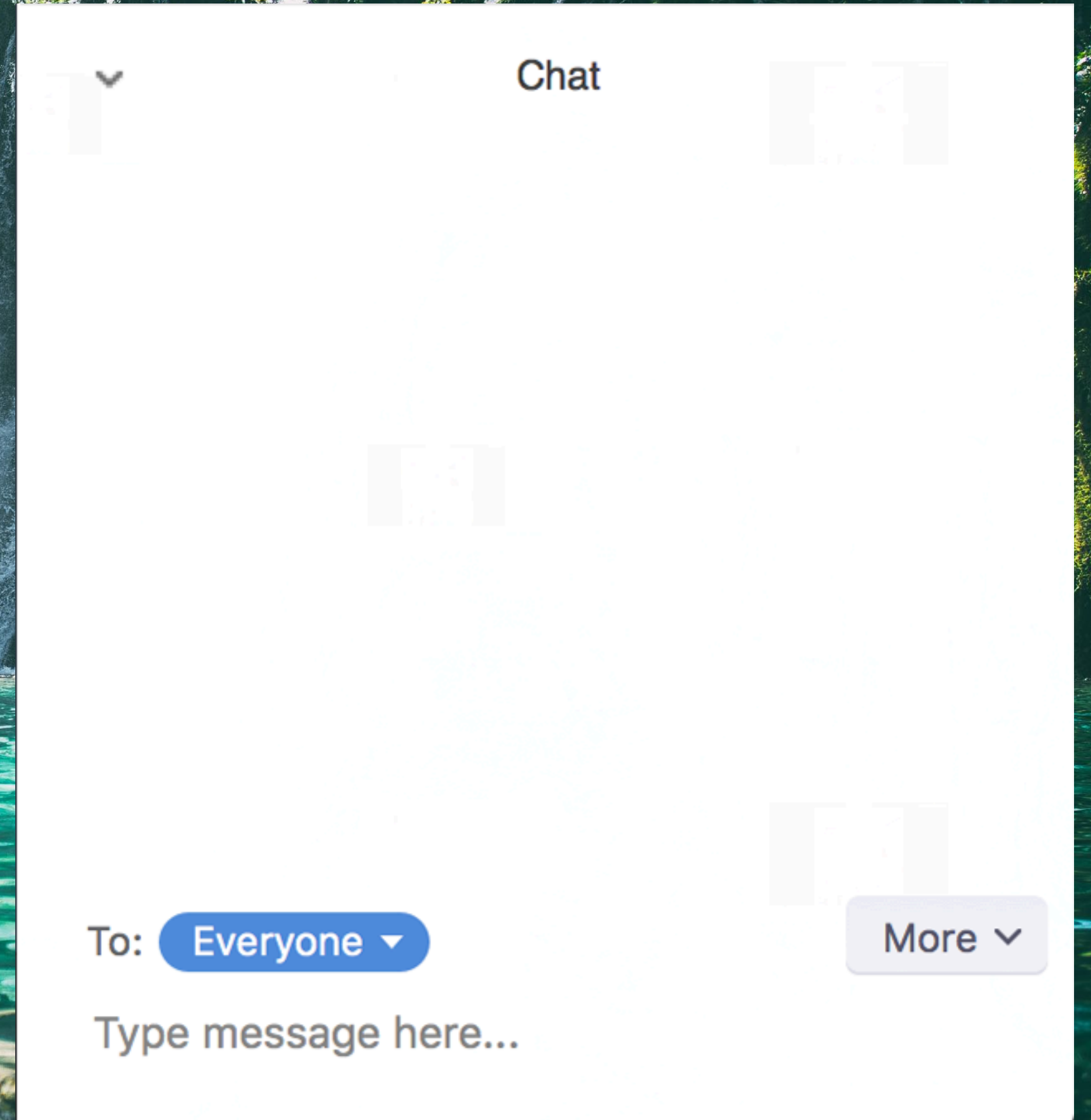
Waterfall Chat

Get ready



When was the first vape/e-cigarette sold in a retail store in the United States?

Type Your Answer Now!



Waterfall Chat

Get ready

When was the first vape/e-cigarette sold in a retail store in the United States?

Type Your Answer Now!

GO!

To: **Everyone** ▾

More ▾

Type message here...

2008+15 =

2023

We Know They're Harmful

Even without Tobacco

“We don’t market to kids. We
ONLY market to people who want
to ‘switch’ from smoking.”

♥ - Your “friends” at the vape industry

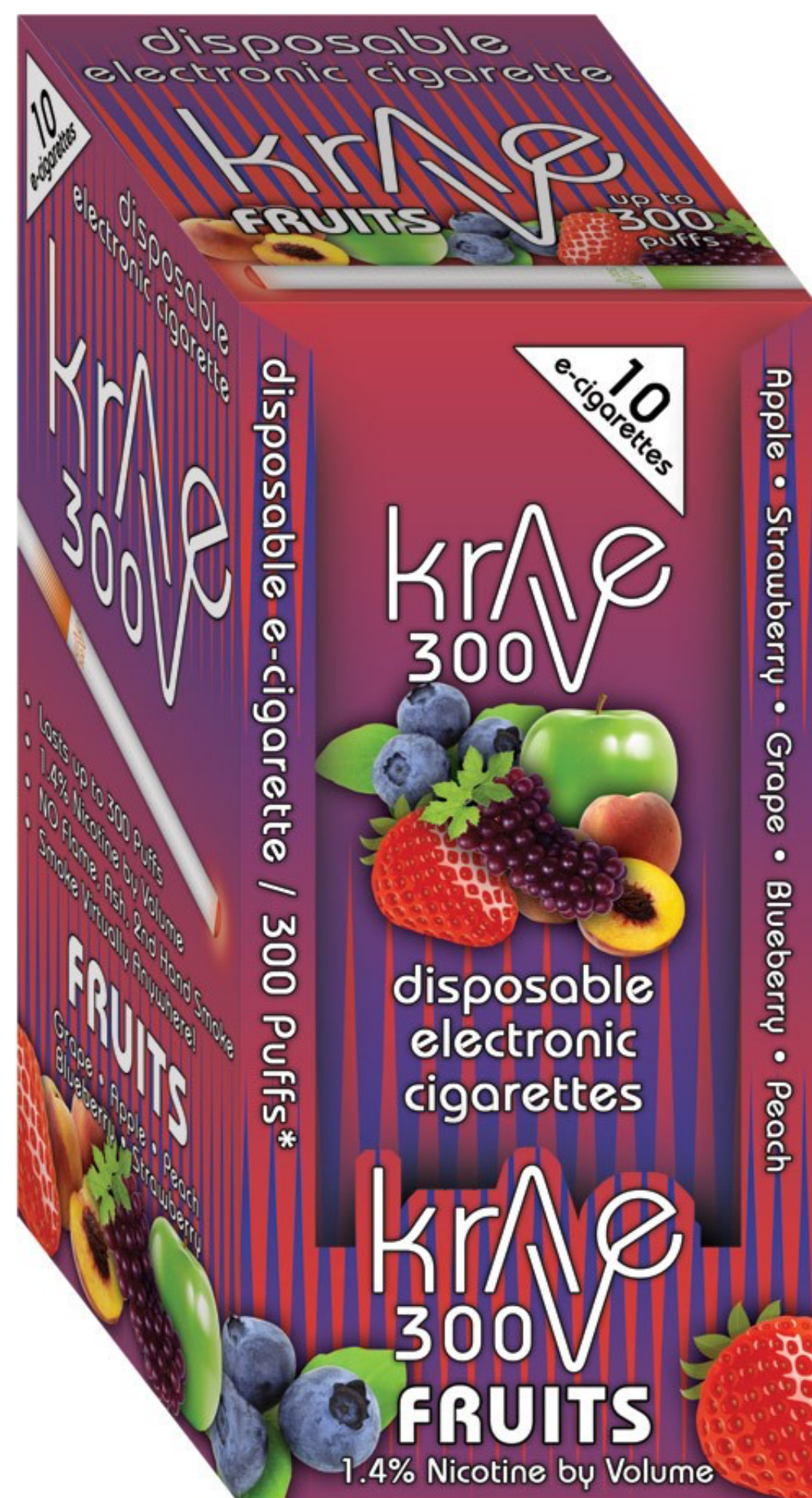
We Know They're Harmful

FALSE

ONLY make
to 'switch'

...s. We
want

♥ - Your "friends" at the vape industry



VAPORTRIM



Inhale Flavor
Curb Cravings
Lose Weight

**Vanilla
Cupcake**



~ 0 Calories ~

Vanilla Cupcake



0 Calories | 50 Servings



VAPORTRIM

PORTRIM

ORTRIM

PORTRIM

VAPORTRIM

VAPORTRIM

VAPORTRIM

VAPORTRIM

VAPORTRIM

VAPORTRIM

V

100%

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

Inhale Flavor
Curb Cravings
Lose Weight

100%

Peach
Cobbler

PINA
COLADA

Rasperry
Mousse

MILK
SHAKE



~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

Apple
Pie

Lemon
Meringue

Chocolate
Strawberry

Cinnamon
Bun



~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

~ 0 Calories ~

“The world’s first calorie-free dessert.”





“The world’s first calorie-free dessert.”

“Don’t feel guilty about putting on the weight.”




**"I DONT ALWAYS VAPE,
BUT WHEN I DO, I CHOOSE VAPOR SHARK."**

- KRIS KRINGLE



005472

 **CLEAR CHANNEL**




**"I DONT ALWAYS VAPE,
BUT WHEN I DO, I CHOOSE VAPOR SHARK."**

- KRIS KRINGLE



005472

 **CLEAR CHANNEL**


"I DON'T ALWAYS
BUT WHEN I USE VAPOR SHARK."

Someone's on
the naughty list!

- KRIS KRINGLE



005472

 CLEAR CHANNEL



JUL



#SMOKINGEVOLVED

VAPORIZED

JUUL® and JUUL VAPOR are trademarks owned by JUUL Labs, Inc. ("JUUL"). This product contains nicotine derived from tobacco. Nicotine is highly addictive. Chemical constituents have been found in JUUL vapor that are known to the state of California to cause lung cancer or other serious respiratory illness. ©2019 JUUL Labs, Inc.

JUULvapor.com

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KOOL

AND THEN SOME.

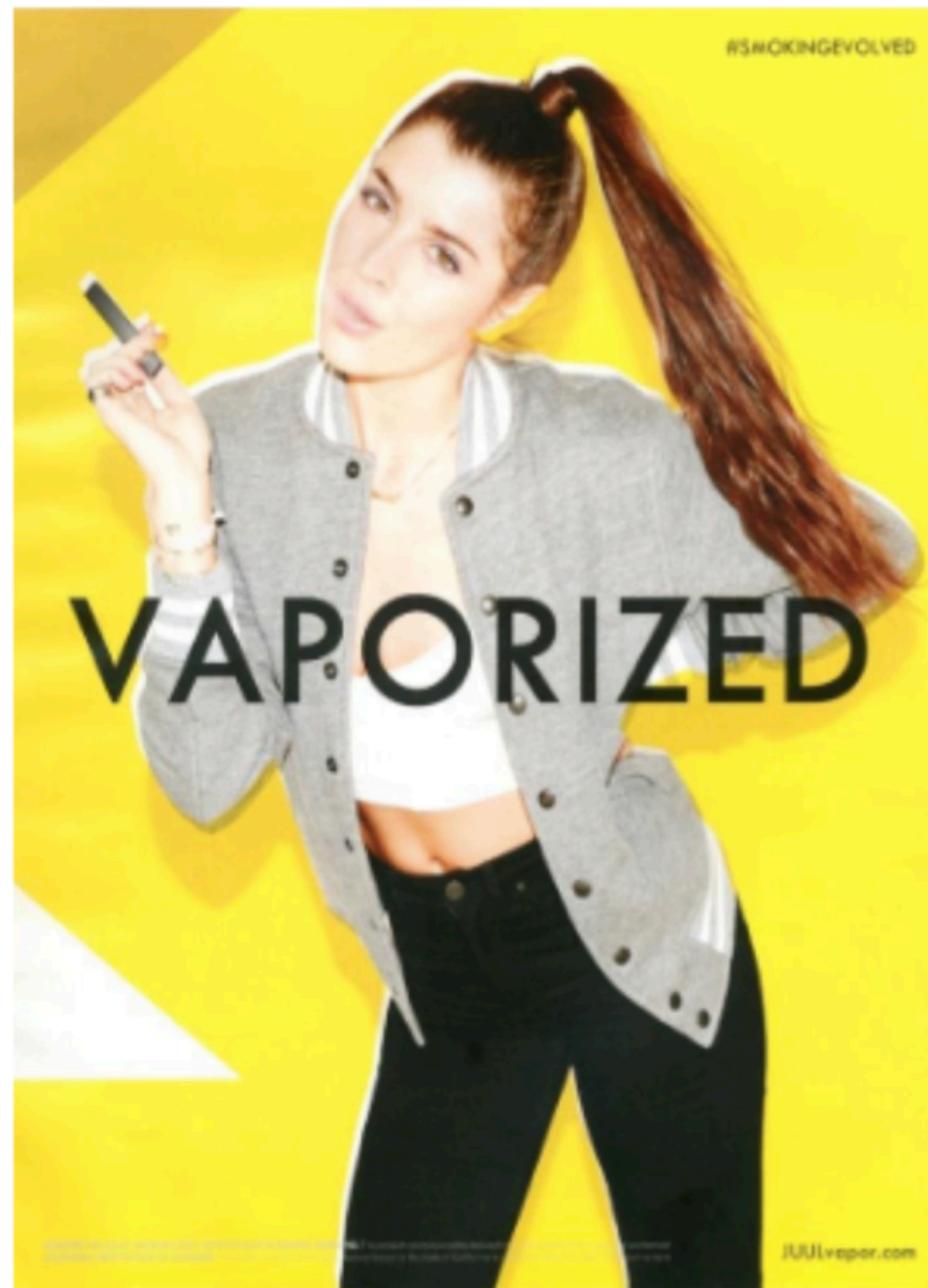


Kings, 16 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method. ©2009 B&W T Co.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

#SMOKINGEVOLVED

VAPORIZED



juliuvapor.com



Keep it Basic

© 2014 Juul Labs, Inc. 100%
15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**



Cozy Up With JUUL

JUUL • @JUULvapor • Jan 12
Nothing goes better with cooler mornings than staying inside and enjoying the simple satisfaction of #JUUL. Shop: bit.ly/2iP9a5L

WARNING: This product contains nicotine. Nicotine is an addictive chemical. © 2017 JUUL Labs, Inc. ALL RIGHTS RESERVED.

2 10 29



WARNING: This product contains nicotine. Nicotine is an addictive chemical.

You'll want everyone to know...



The lady in the chic chapeau may have let her enthusiasm go to her head. Yet, who can blame her? So many smart Parliament smokers want everyone to know their cigarette is special. The crush-proof box... choice tobaccos... luxurious flavor... the famous Mouthpiece that keeps the filter recessed a full quarter-inch away from your lips. With Parliaments, only the flavor touches your lips!

You're so smart to smoke **Parliaments**

ONLY THE FLAVOR TOUCHES YOUR LIPS

SMOKING
EVOLVED

SHOP JUUL



Simple, smart, intensely satisfying

L&M has *Everything!*



SUPERIOR FILTER

Only L&M gives you the superior filtration of the Miracle Tip, the purest tip that ever touched your lips. It's white...all white...pure white!

SUPERIOR TASTE

Only L&M gives you the fully satisfying flavor of L&M's superior tobacco—especially selected for filter smoking. Tobacco that are richer, tastier...yet light and mild...low in nicotine.

PURE WHITE
Miracle Tip



SHOT BY JACQUES PATR

© 1999 L & M Tobacco Co.

L&M is America's

***Best* Filter**

Cigarette!

JUUL

SMOKING EVOLVED

STARTER KITS

\$49.99



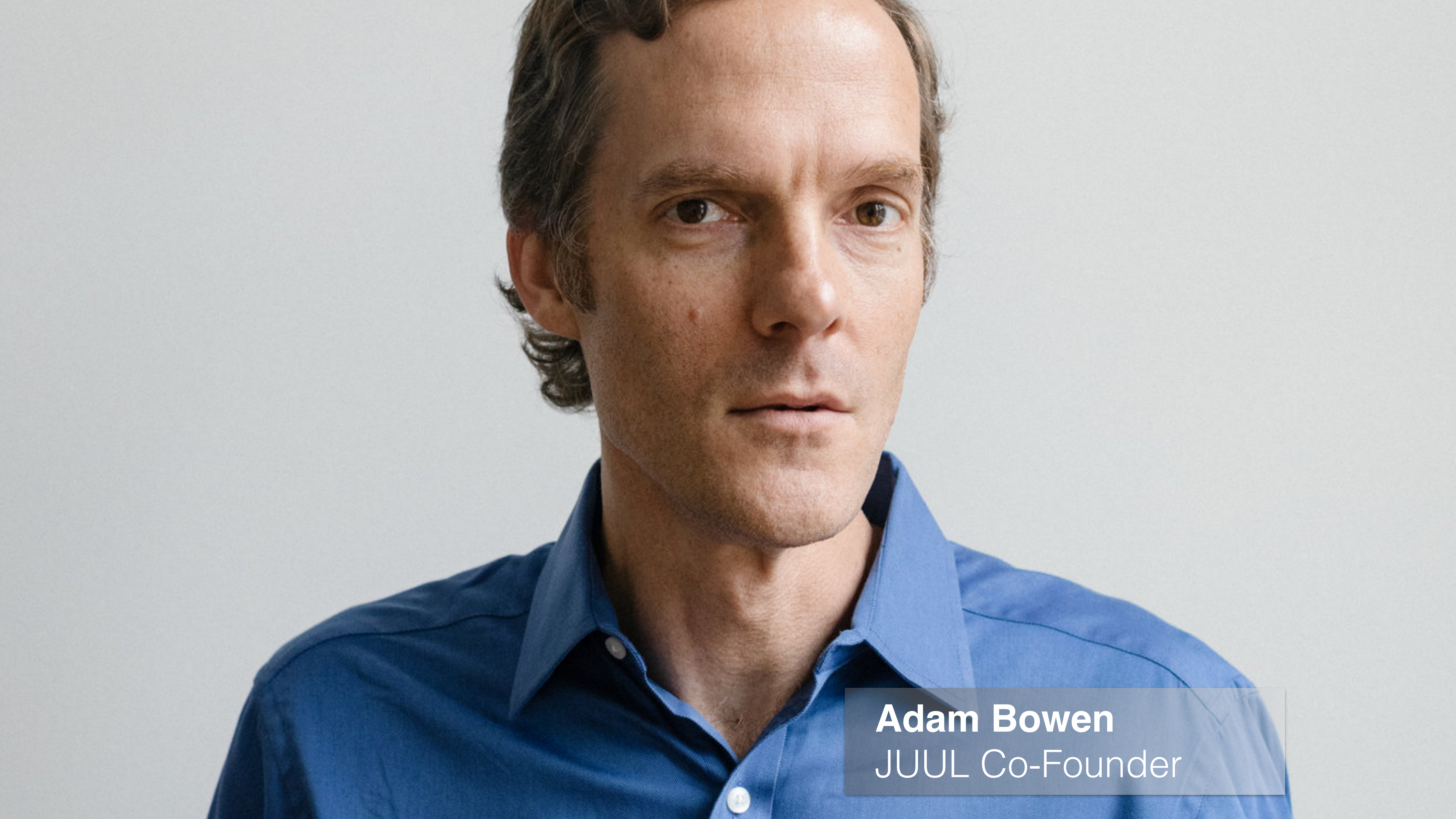
BUILT TO SATISFY

The right nicotine strength and vapor quality to provide a powerful and smooth experience: controlled power and temperature allow for a smooth delivery system liquid-to-wick cartridge system ensures thick, consistent, flavorful vapor.

NOW AVAILABLE ONLINE & IN-STORE

FREE SHIPPING ONLINE FOR DOMESTIC ORDERS +\$25

WWW.VAPORSHARK.COM

A portrait of Adam Bowen, a man with short, wavy brown hair and a light complexion. He is wearing a blue button-down shirt and looking directly at the camera with a neutral expression. The background is a plain, light gray.

Adam Bowen
JUUL Co-Founder

A portrait of Adam Bowen, a man with light brown hair and a blue button-down shirt, looking directly at the camera. A speech bubble is positioned to his right, containing the text "We don't market to kids!".

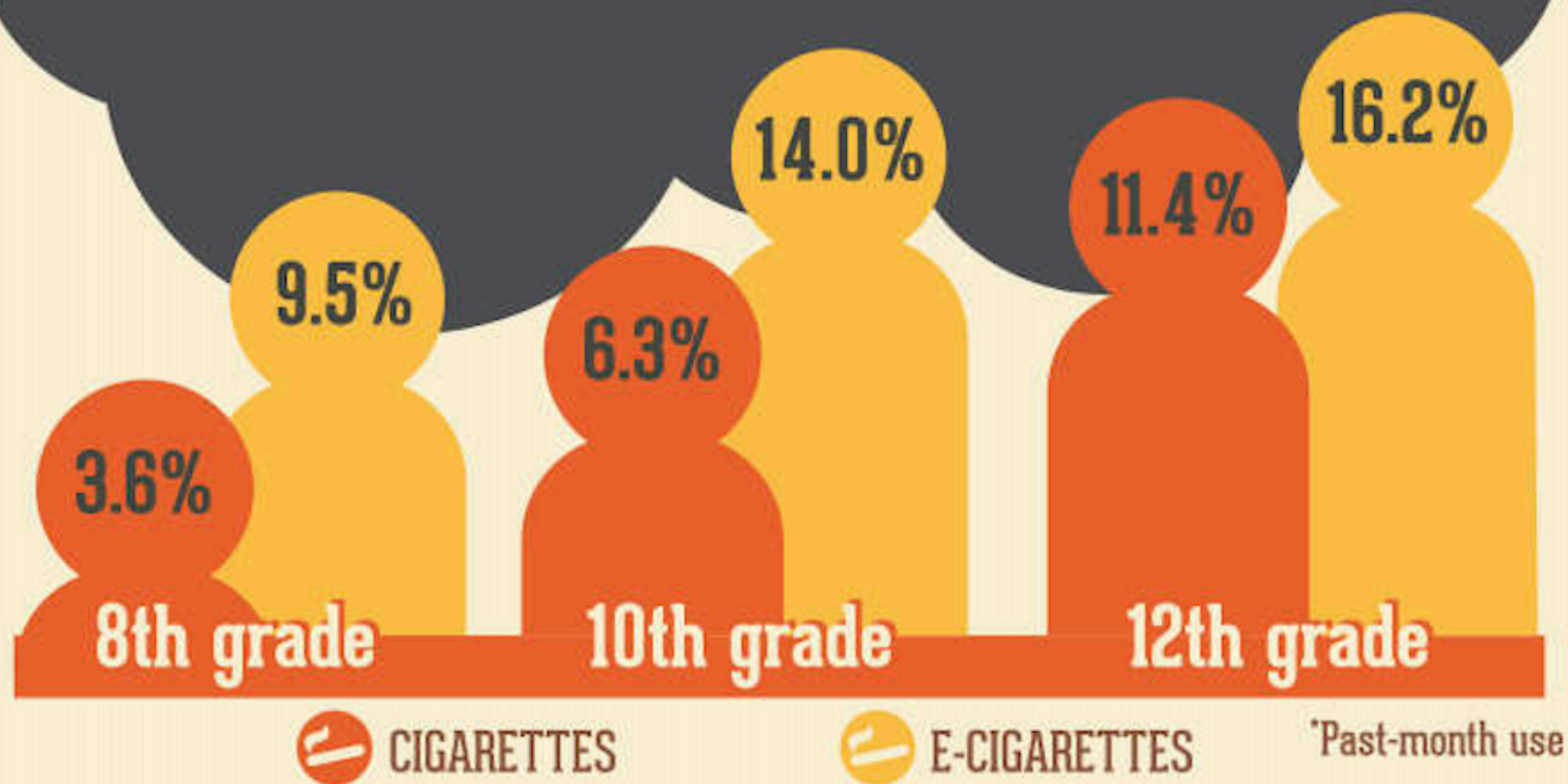
“We don’t market
to kids!”

Adam Bowen
JUUL Co-Founder

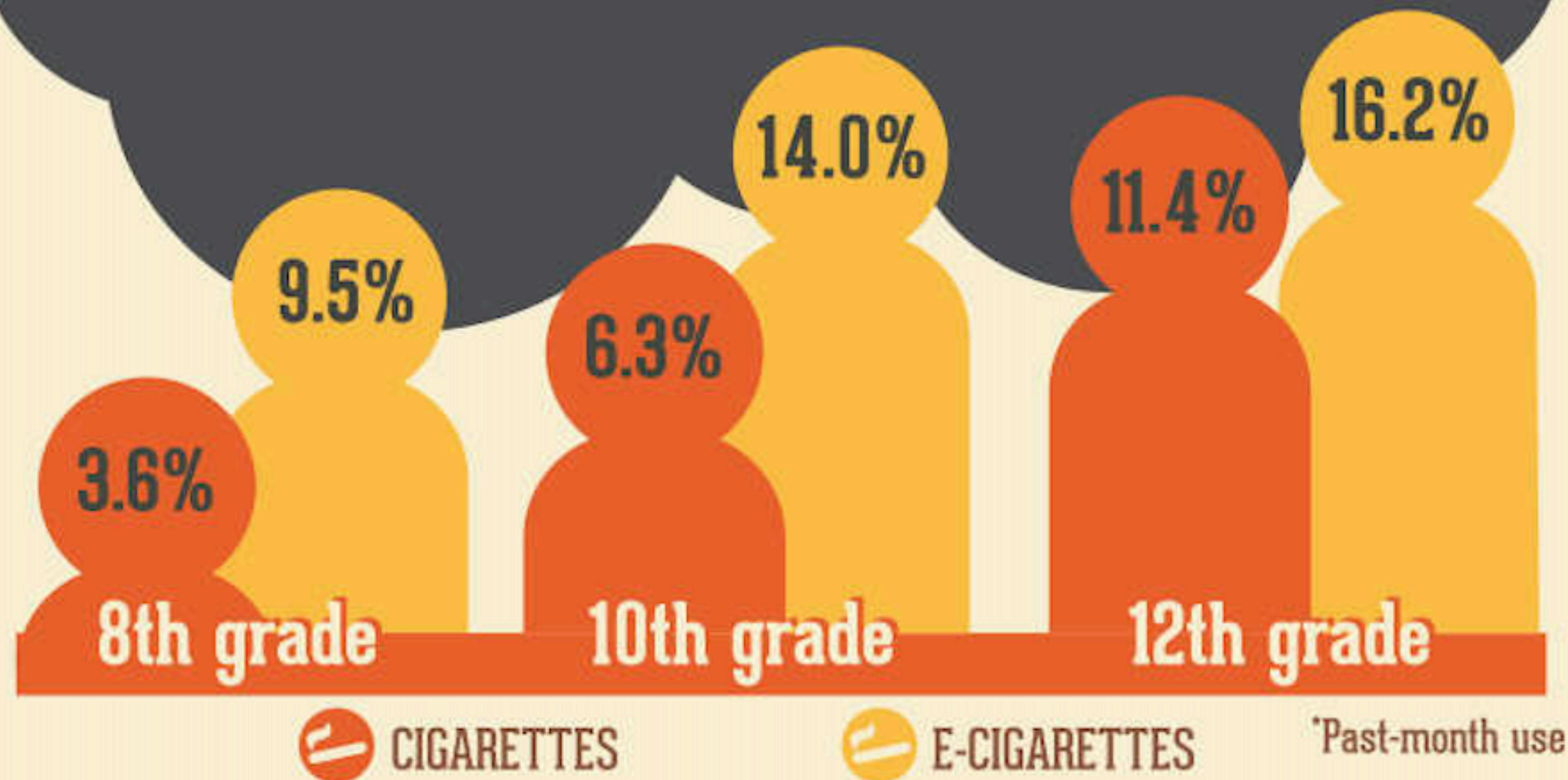




TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES.



TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES.

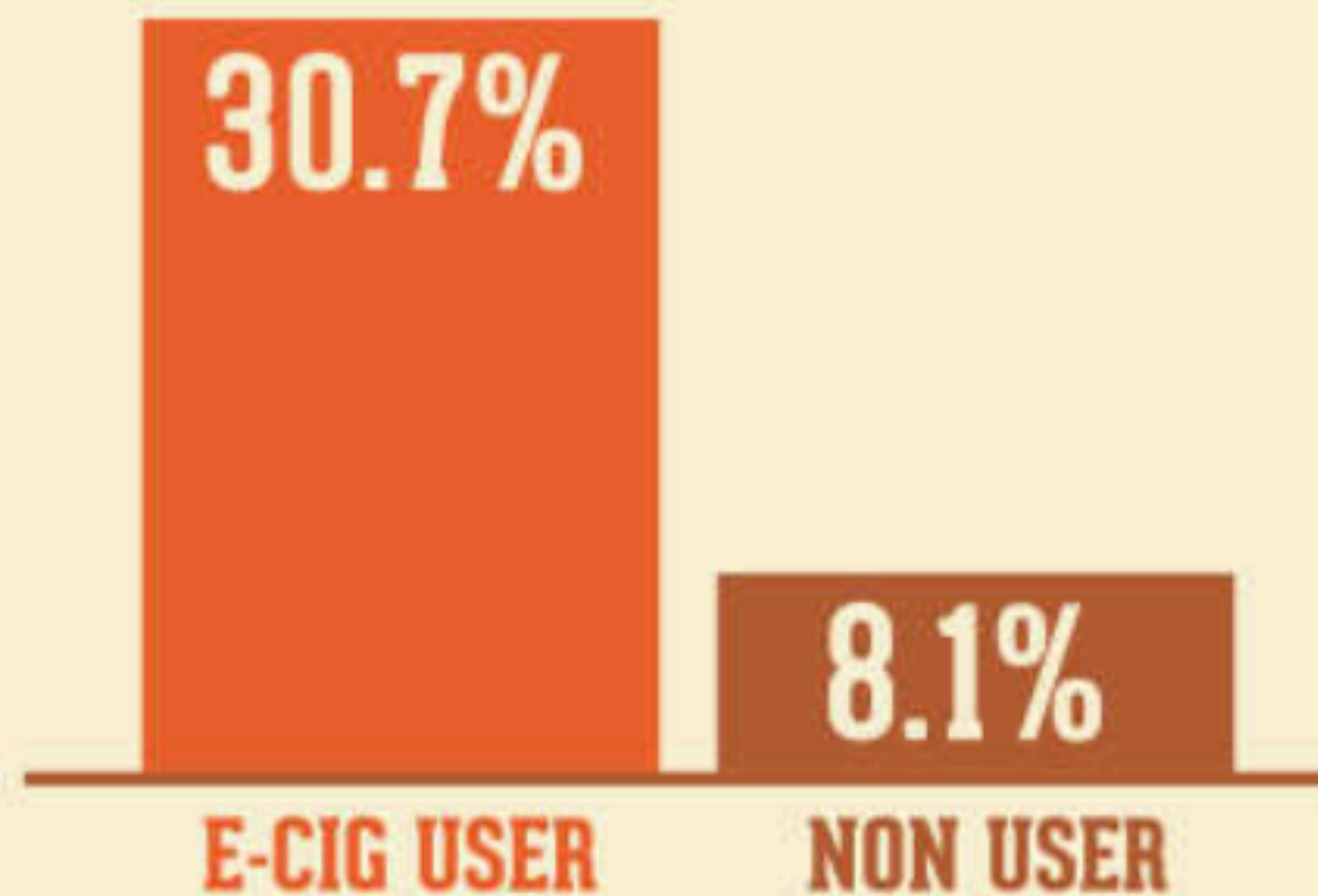


2X
as many boys use
e-cigs as girls

TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.

TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.

Start Smoking Within 6 Months



*Includes combustible tobacco products [cigarettes, cigars, and hookahs]

We Know They're Harmful

Even without Tobacco

“Our products are safer
than _____!”

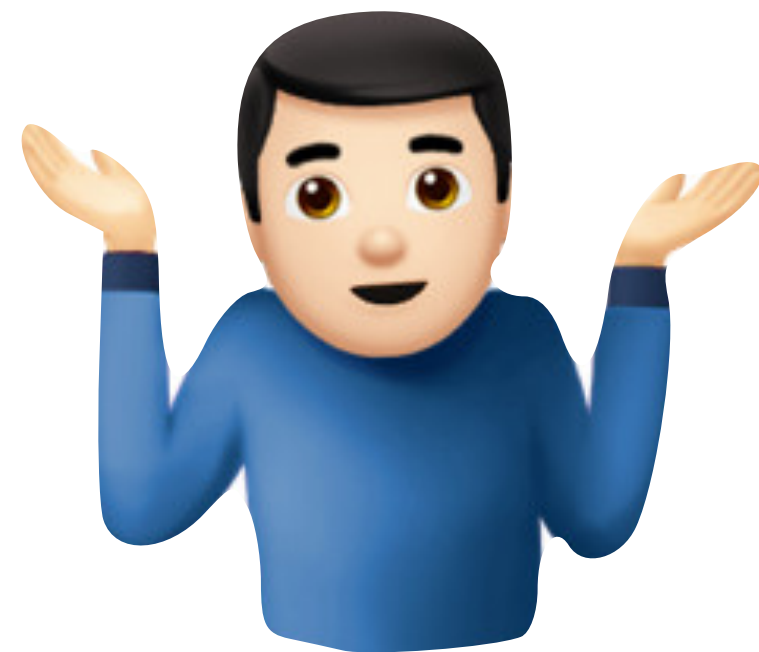
♥ - Your “friends” at the vape industry

We Know They're Harmful

Even without Tobacco

“Our products are safer
than _____!”

♥ - Your “friends” at the vape industry



SAFER

SALTER

Forty-Two Chemicals Identified in Electronic Cigarettes

2-butanone (MEK)

2-furaldehyde

Acetaldehyde ✓ *

Acetic acid

Acetone ✓

Acrolein ✓

Aluminum

Barium

Benzene ✓ *

Boron

Butanal

Butyl hydroxyl toluene

Cadmium ✓ *

Chromium ✓ *

Copper

Crotonaldehyde

Diethylene Glycol ✓

Formaldehyde ✓ *

Glyoxal

Iron

Isoprene ✓

Lead ✓ *

✓ = exposure can
be harmful to health

* Known Carcinogen

Red = emitted in
second hand vapor

Limonene

m,p-Xylen

Magnesium

Manganese

Nickel ✓ *

Nicotine ✓

N-Nitrosornicotine ✓ *

o-Methylbenzaldehyde ✓

p,m-Xylene

Phenol ✓

Polycyclic Aromatic Hydrocarbons ✓ *

Potassium

Propanal ✓

Propylene Glycol ✓

Sulfur

Tin ✓

Toluene ✓

Valeraldehyde

Zinc

Zirconium

IN BRIEF



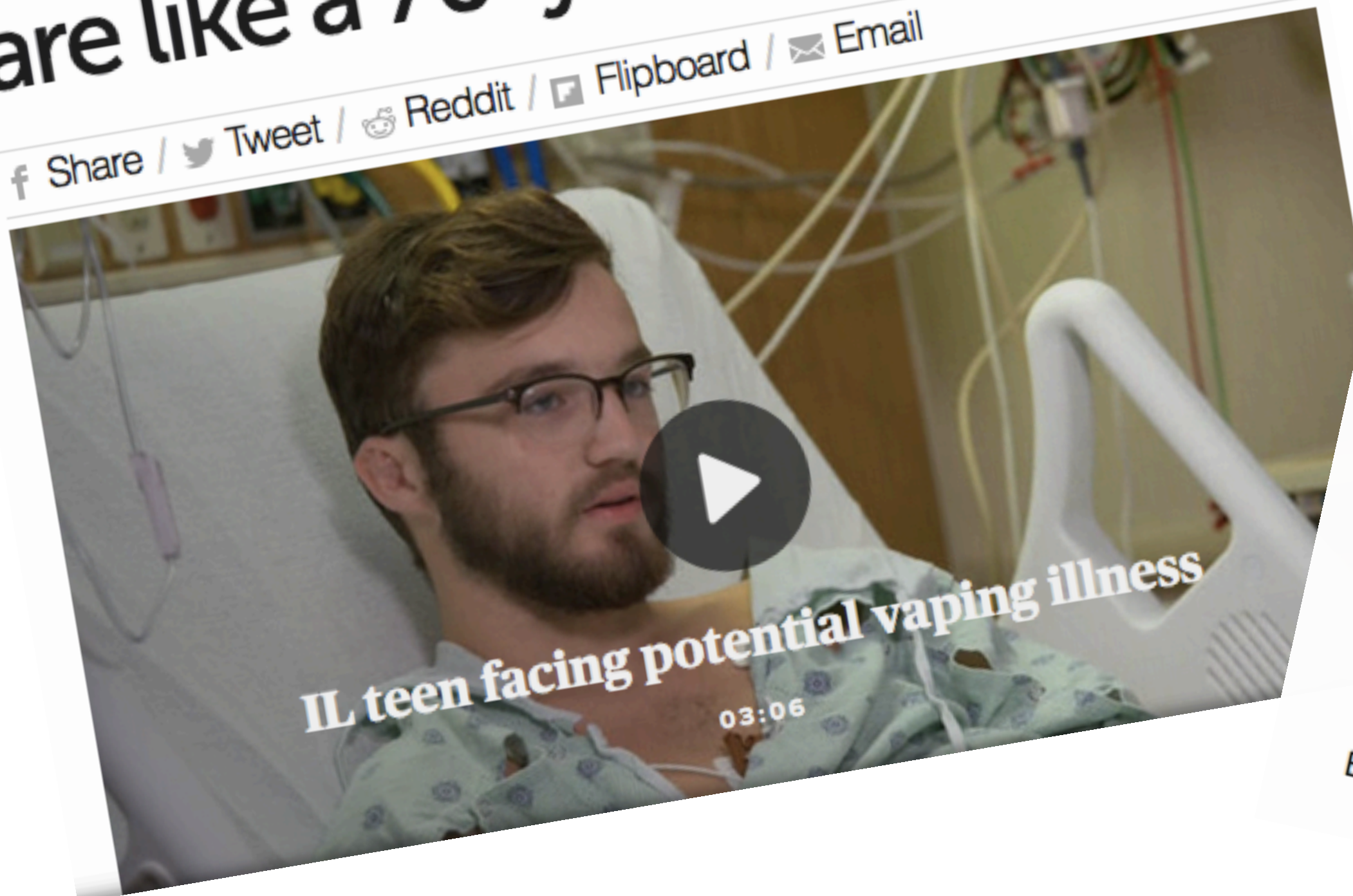
Vaping May Have Landed 8 Teens in the Hospital with Serious Lung Damage

By Rachael Rettner - Senior Writer July 29, 2019 Health



Teenage...
vaping with THC: "My...
are like a 70-year-old's"

Share / Tweet / Reddit / Flipboard / Email



IL teen facing potential vaping illness

03:06

*Mysterious Vaping Illness
Becoming an Epidemic'*
...ing ailments has baffled doctors and public
health experts.

22 Teens in the Midwest Have Been Hospitalized Following Separate Vaping Incidents

In early August, health officials announced that 14 teenagers had been hospitalized; the number is now up to 22

By Matt McNulty

August 15, 2019 11:21 AM

IN BRIEF



Vaping May Have Landed 8 Teens in the
Hospital



CENTERS FOR DISEASE
CONTROL AND PREVENTION

IL teen facing potential vaping illness
03:06

”

Refrain from using
e-cigarette or
vaping products.”

By Matt McNulty

August 15, 2019 11:21 AM

The Mysterious Vaping Illness
That's 'Becoming an Epidemic'
A surge of severe lung ailments has baffled doctors and public health experts
8 Teens in the Midwest Have
Been Hospitalized Following
Separate Vaping Incidents
In early August, health officials announced that 14 teenagers had been
hospitalized; the number is now up to 22

IN BRIEF

Vaping May Have Landed 8 Teens in the
Damage



CENTERS FOR DISEASE
CONTROL AND PREVENTION

IL teen facing potential vaping illness
03:06

EVALI

E-Cigarette or Vaping

Associated

Lung

Injury

By Matt McNulty

August 15, 2019 11:21 AM

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IN BRIEF

Vaping May Have Landed 8 Teens in the
Damage



CENTERS FOR DISEASE
CONTROL AND PREVENTION

EVALI

E-Cigarette or
Vaping

Associated

Lung

Injury

*The Mysterious Vaping Illness
That's 'Becoming an Epidemic'*

A surge of severe lung injuries has alarmed doctors and public health experts.

*22 Teens in the Midwest Have
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August 15, 2019 11:21 AM

IL teen facing potential vaping illness

03:06



CENTERS FOR DISEASE
CONTROL AND PREVENTION

2,807 confirmed vaping-
related lung illnesses.
68 Deaths

Share / Tweet / Reddit / Flipboard / Email

IL teen facing potential vaping illness
03:06

22 Teens in the Midwest Have
Been Hospitalized Following
Separate Vaping Incidents

In early August, health officials announced that 14 teenagers had been
hospitalized; the number is now up to 22
By Matt McNulty | August 15, 2019 11:21 AM



CENTERS FOR DISEASE
CONTROL AND PREVENTION

2,807 confirmed vaping-
related lung illnesses.

68 Deaths



About 20%
increase
week-to-week
through 2/25/20



CENTERS FOR DISEASE
CONTROL AND PREVENTION

IEF



May Have Landed 8 Teens in the
with Serious Lung Damage

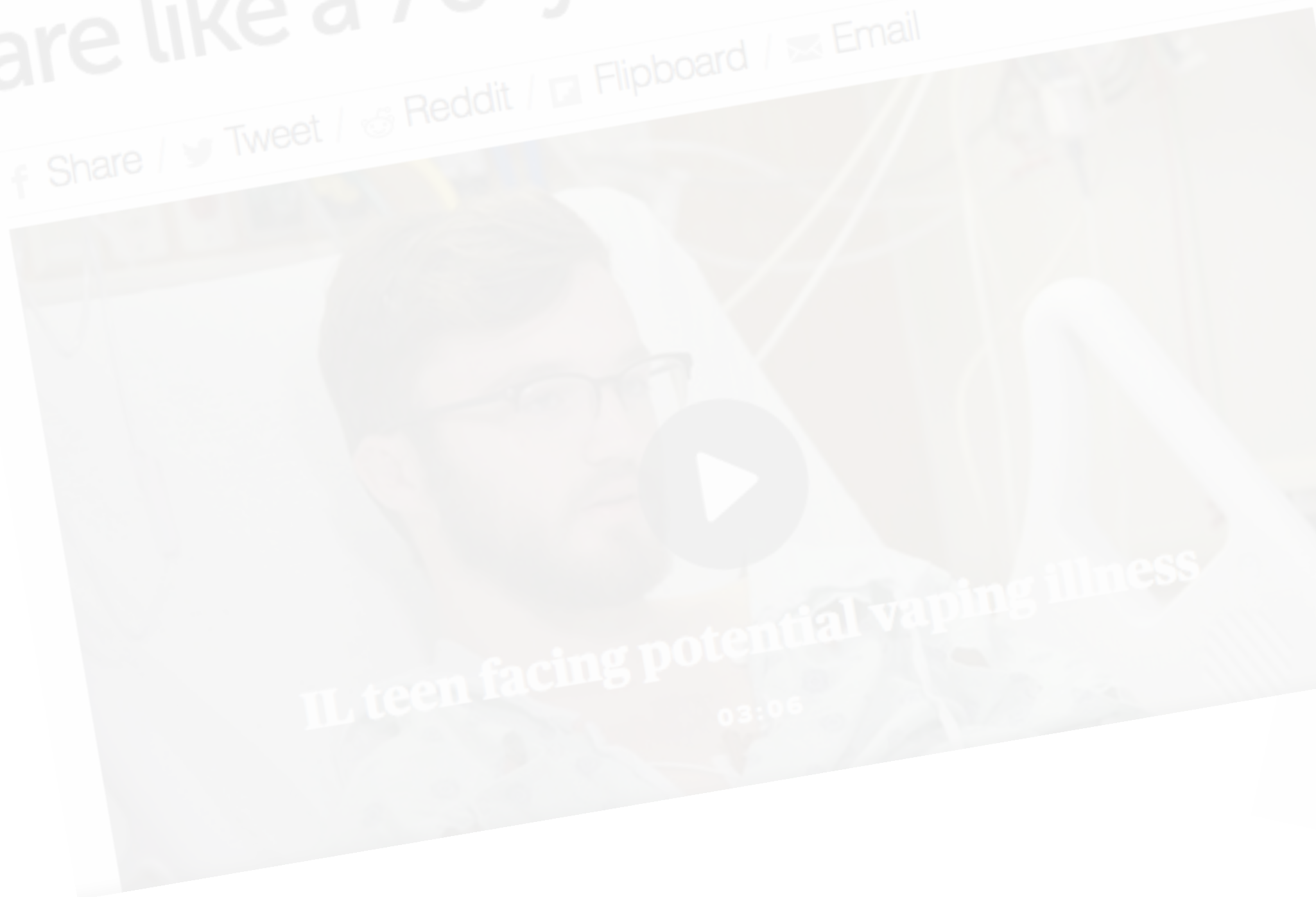
By Rachael Kettner Senior Writer July 29, 2019 Health

The Mysterious Vaping Illness That's 'Becoming an Epidemic'

A surge of severe lung ailments has baffled doctors and public health experts.

Teenager hospitalized after
vaping with THC: "My lungs
are like a 70-year-old's"

Share / Tweet / Reddit / Flipboard / Email



22 Teens in the Midwest Have Been Hospitalized Following Separate Vaping Incidents

In early August, health officials announced that 14 teenagers had been hospitalized; the number is now up to 22

By Matt McNulty

August 15, 2019 11:21 AM



CENTERS FOR DISEASE
CONTROL AND PREVENTION

IEF

May Have Landed 8 Teen
with Serious Lung Damage

by Rachael Kettner, Senior Writer July 29, 2019 Health

Teenager hospitalized after
vaping with THC: "My lungs
are like a 70-year-old's"

Share / Tweet / Reddit / Flipboard / Email

IL teen facing potential vaping illness
03:06

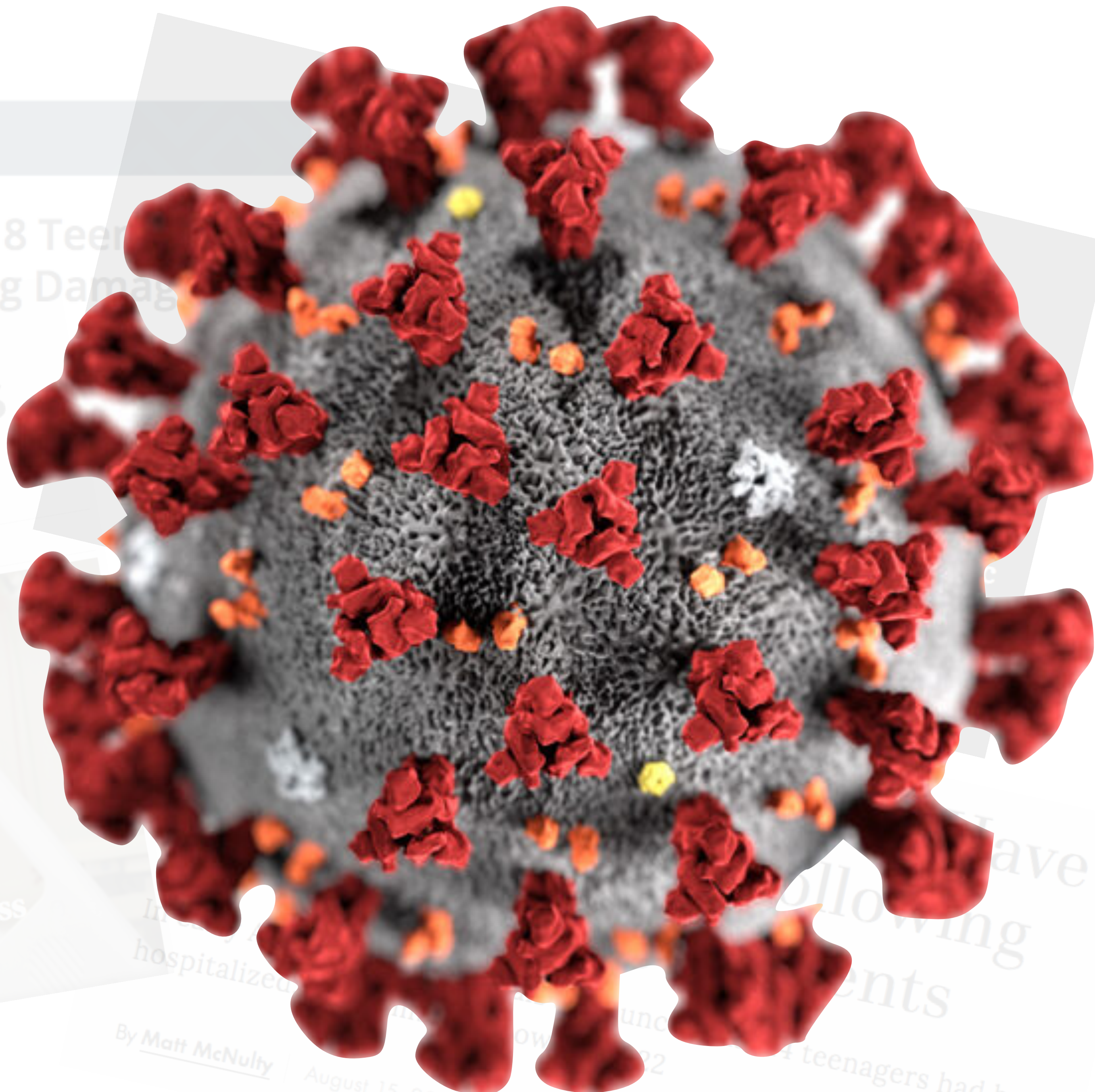
hospitalized

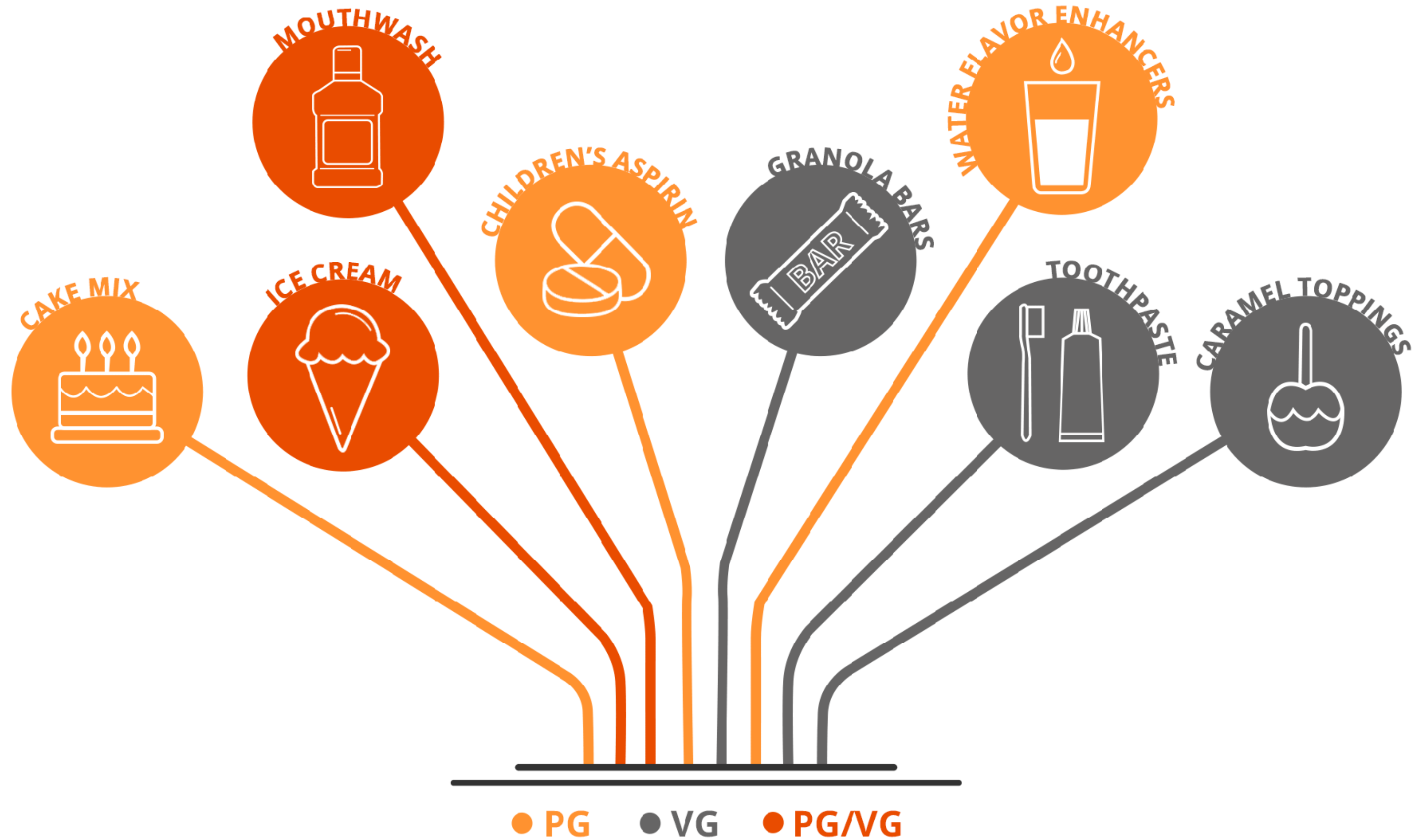
By Matt McNulty

August 15, 2019 11:21 AM

have
following
ents

4 teenagers had been





LOTS OF THINGS CONTAIN
**PROPYLENE GLYCOL
& VEGETABLE GLYCERIN**

“Our ingredients have
been approved by
the FDA”

♥ - Your “friends” at the vape industry

TRUE

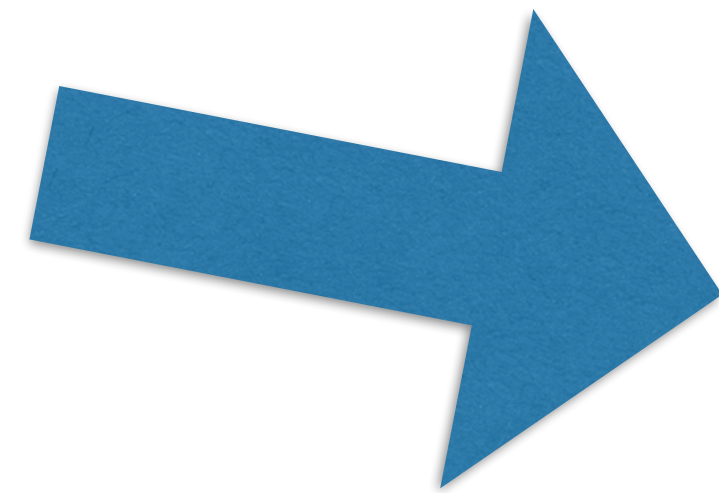
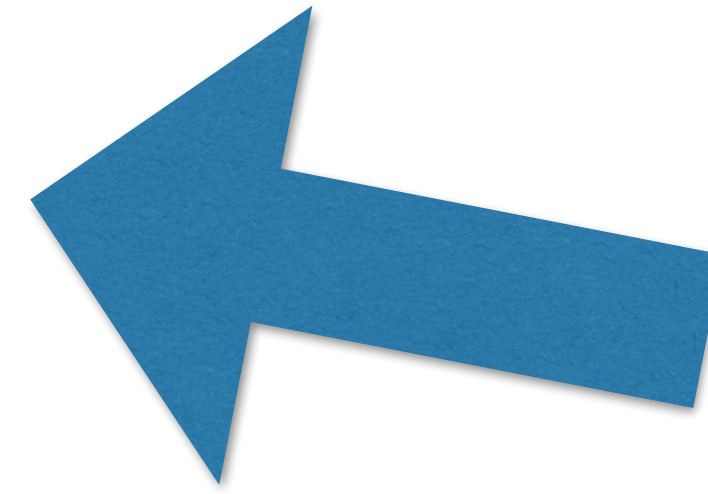
*

(sorta)

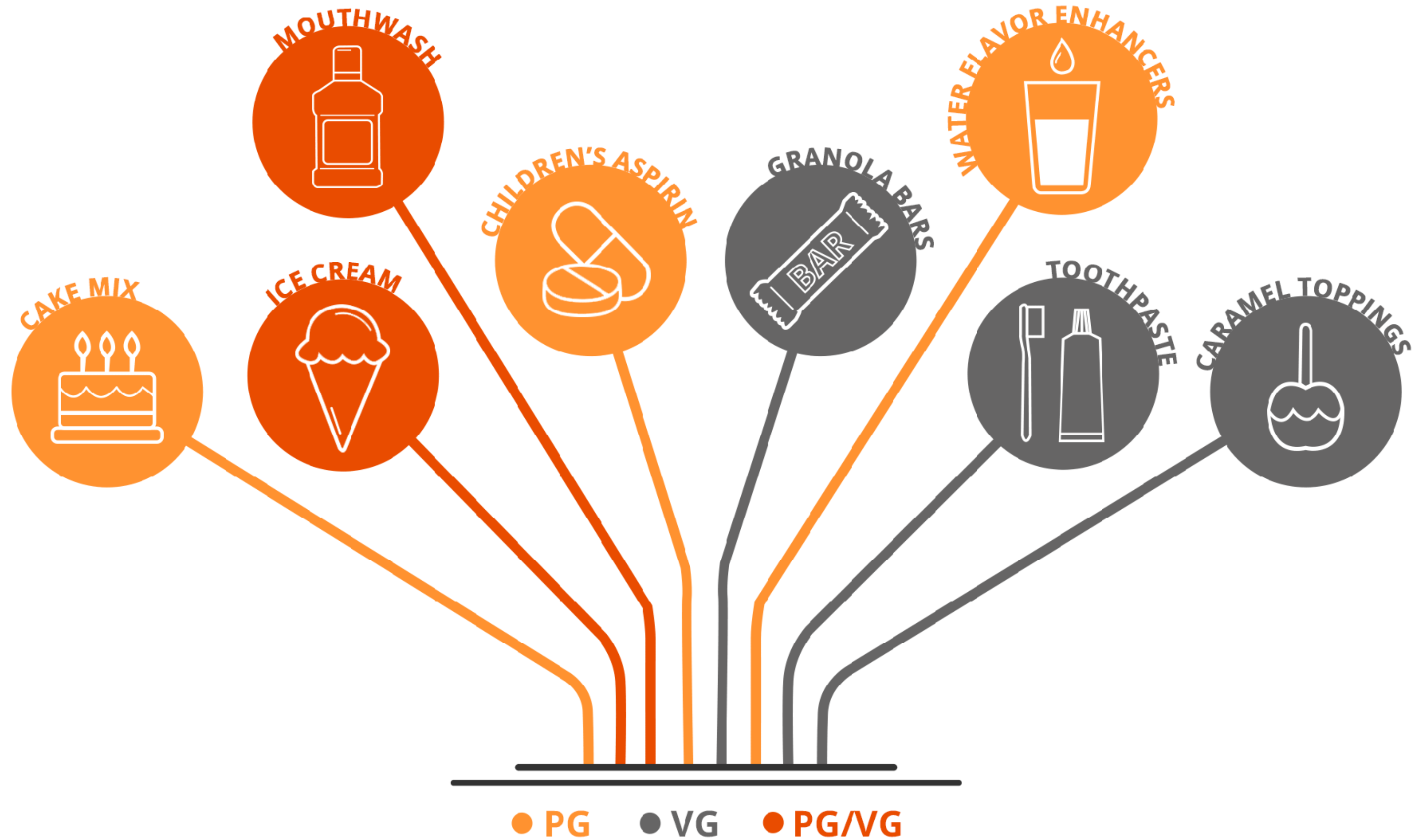
the FDA

♥ - Your "friends" at the vape industry

PG
Propylene Glycol



VG
Vegetable Glycerin



LOTS OF THINGS CONTAIN
**PROPYLENE GLYCOL
& VEGETABLE GLYCERIN**

ARE PG & VG SAFE?



PG and VG are considered safe in food and skin products like soap and lotions. The FDA considers them "generally recognized as safe" in food additives.

ARE PG & VG SAFE?



PG and VG are considered safe in food and skin products like lotions.

But NOT for Inhalation

PG is considered "GRAS" (Generally Recognized As Safe) in food additives.

NICOTINE LEVEL

- | | |
|---------------------------|----------------------------|
| <input type="radio"/> 0mg | <input type="radio"/> 12mg |
| <input type="radio"/> 3mg | <input type="radio"/> 18mg |
| <input type="radio"/> 6mg | <input type="radio"/> 24mg |

PG/VG RATIO

- | | |
|-----------------------------|-----------------------------|
| <input type="radio"/> 60/40 | <input type="radio"/> 20/80 |
|-----------------------------|-----------------------------|

e-LIQUID
electronic cigarettes



WARNINGS

Contains: PG, VG, Nicotine,
Artificial & Natural Flavors.

Contains nicotine. Do not
ingest, toxic if swallowed. Keep
away from pets and children.
Do not use if pregnant or under
18. Not FDA approved.

e-LIQUID
electronic cigarettes

www.dlayouts.com
1800-888-8989



NICOTINE LEVEL

☐ 0mg ☐ 12mg

☐ 3mg ☐ 18mg

☐ 6mg ☐ 24mg

PG/VG RATIO

☐ 60/40 ☐ 20/80

e-LIQUID
electronic cigarettes



WARNINGS

Contains: PG, VG, Nicotine,
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18. Not FDA approved.

e-LIQUID
electronic cigarettes

www.dlayouts.com
1800-888-8989



WARNING: This product contains nicotine. Nicotine is an addictive chemical.
Contents: PG, VG, natural and artificial color, and may contain nicotine.
Adults only. You must be 18+ to use or purchase this product.



PINK LEMONADE



0 mg

3 mg

6 mg

WARNING: This product contains nicotine. Nicotine is an addictive chemical.
Contents: PG, VG, natural and artificial color, and may contain nicotine.
Adults only. You must be 18+ to use or purchase this product.



PINK LEMONADE



0 mg

3 mg

6 mg

OPEN HERE

1 JUULpod contains ~0.7ml with 5% nicotine by weight.
Approximately equivalent to about 1 pack of cigarettes.

Ingredients:

Glycerol, Propylene glycol, Flavor, Nicotine, Benzoic acid

Manufactured for JUUL Labs, Inc., San Francisco, CA
www.JUUL.com

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Protected by issued and / or pending US and International
patents. Patent: JUUL.com/intellectual-property-list

California Proposition 65 Warning:

This product contains chemicals known to the state of California
to cause cancer and birth defects or other reproductive harm.

WARNING: Contains nicotine, which can be poisonous. Avoid
contact with skin and eyes. Do not drink. Keep out of reach of
children and pets. In case of accidental contact, seek medical
help.

Sale only allowed in the United States.



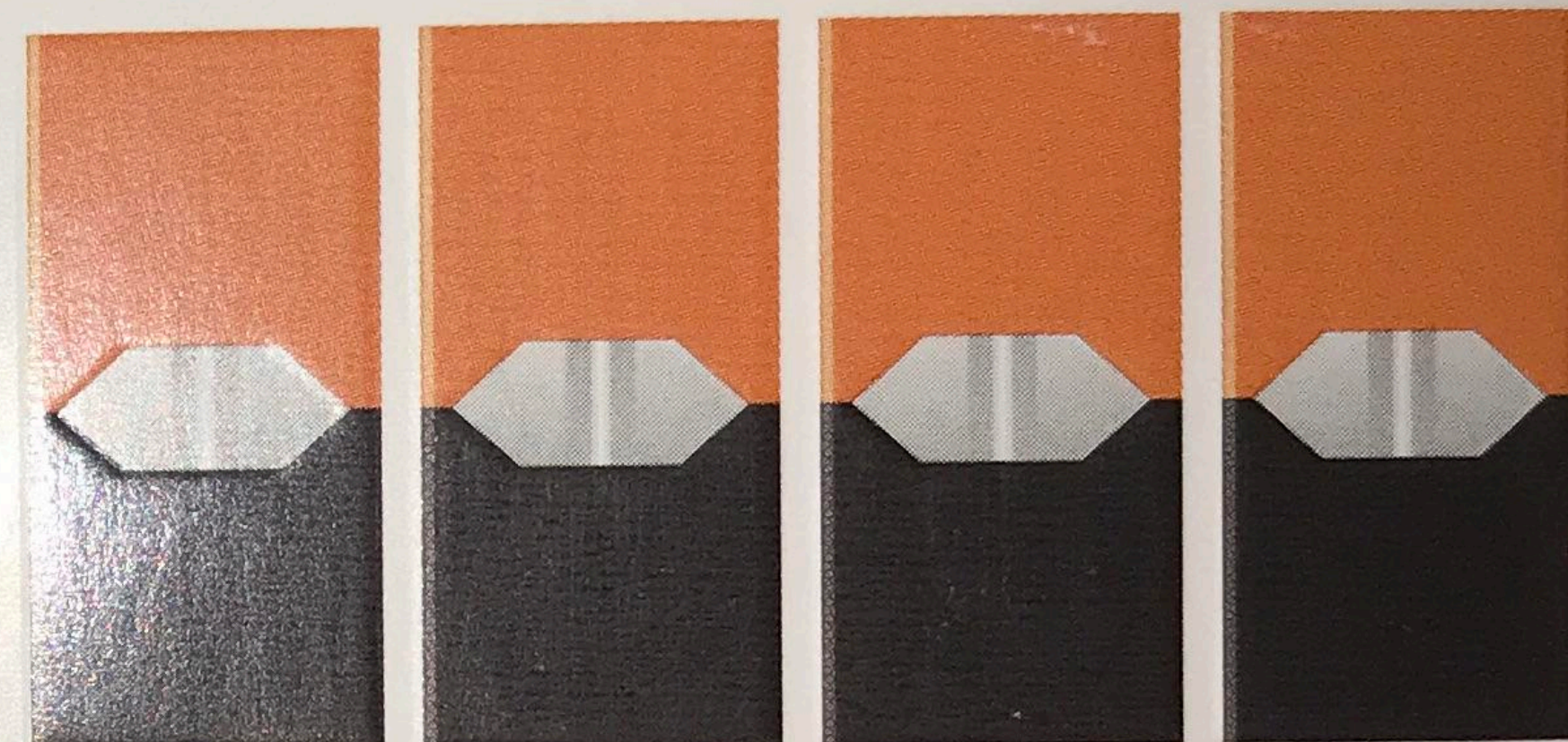
WARNING:

JUUL®

MANGO

4 Pods

5.0% Strength



The Alternative For Adult Smokers

WARNING:

Approximately equivalent to about 1 pack of cigarettes

Ingredients:

Glycerol, Propylene glycol, Flavor, Nicotine, Benzoic a

Manufactured for JUUL Labs, Inc., San Francisco. CA
www.JUUL.com

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Protected by issued and / or pending US and Internat
patents. Patent: JUUL.com/intellectual-property-list

California Proposition 65 Warning:

Diacetyl



Diacetyl



Diacetyl

39

out of

51







Nicotine is not the only concern



THC vs CBD:

What's Really in Your Weed?

Tetrahydrocannabinol

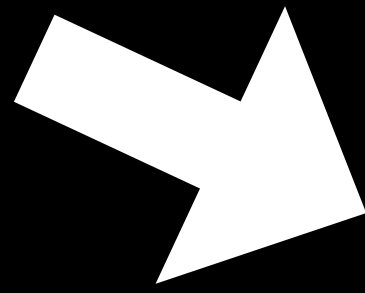
Cannabidiol



THC vs CBD:

What's Really in Your Weed?

Cannabinoids

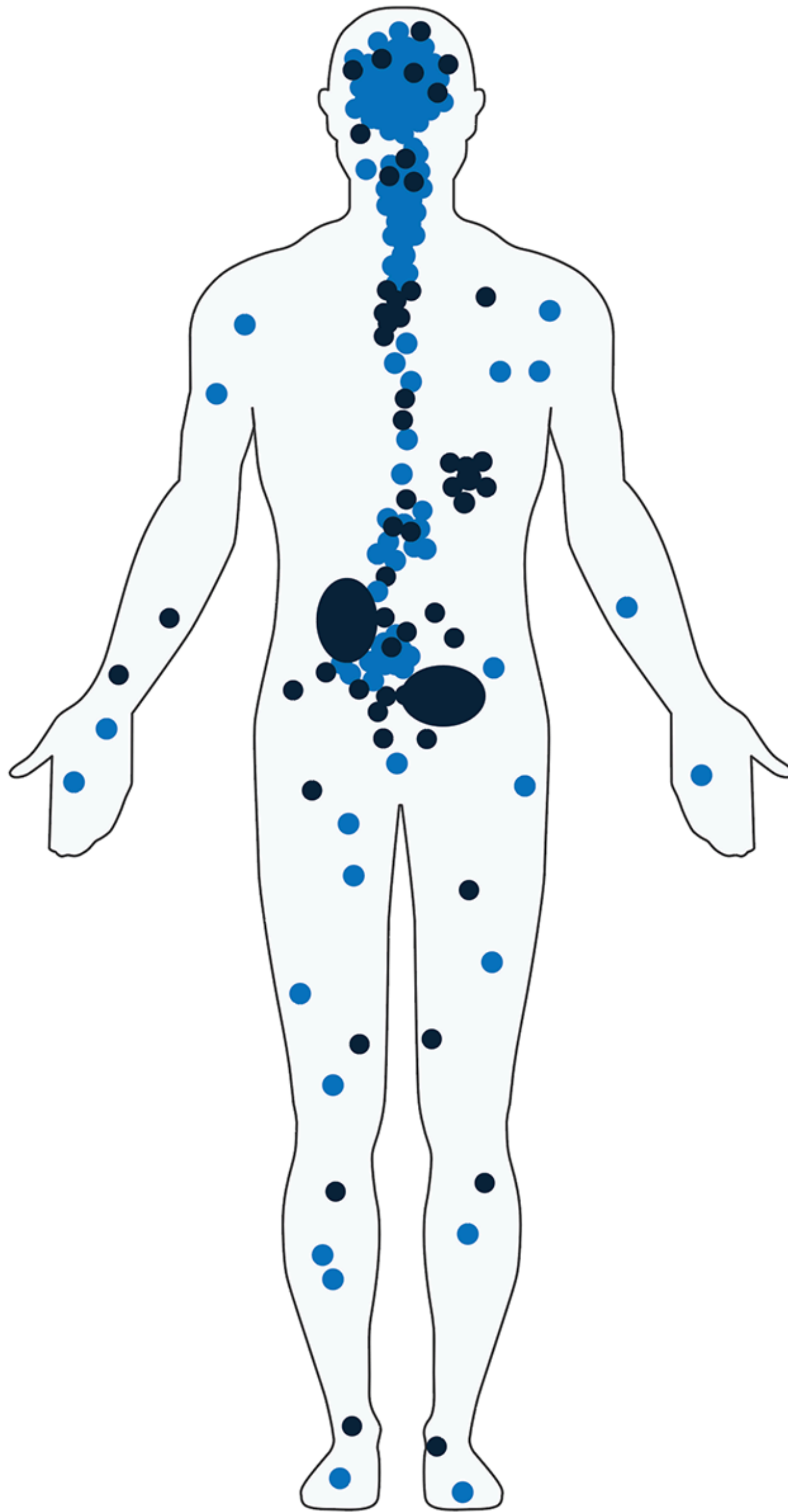












Cannabinoid Receptors are found on cell surfaces

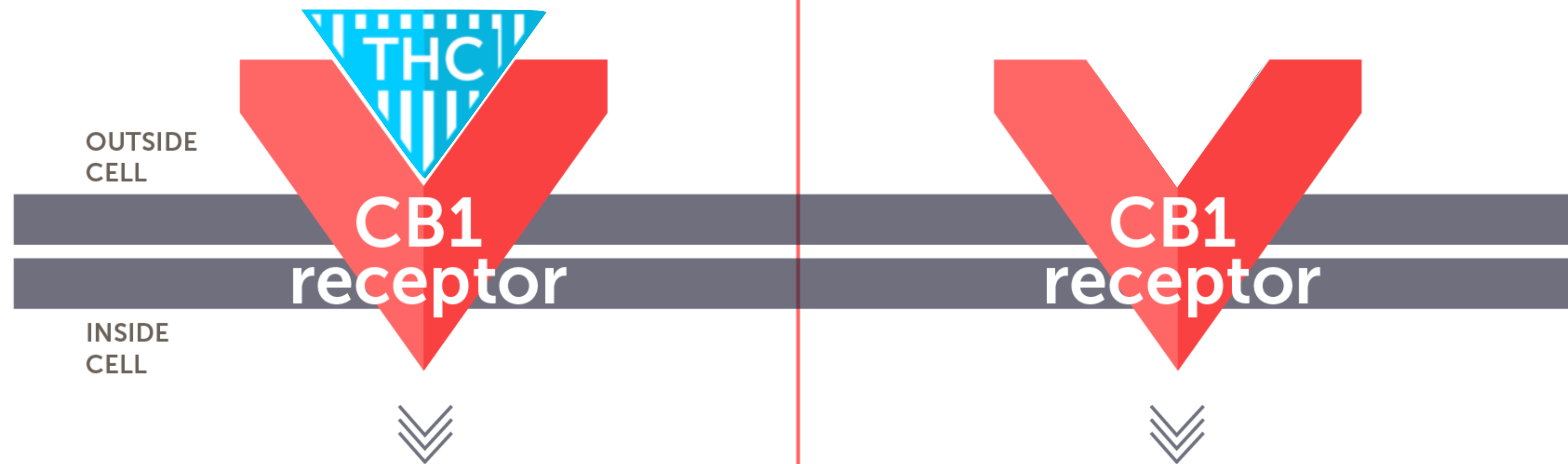


CB1 receptors are primarily found in the brain and central nervous system, and to a lesser extent in the other tissues.



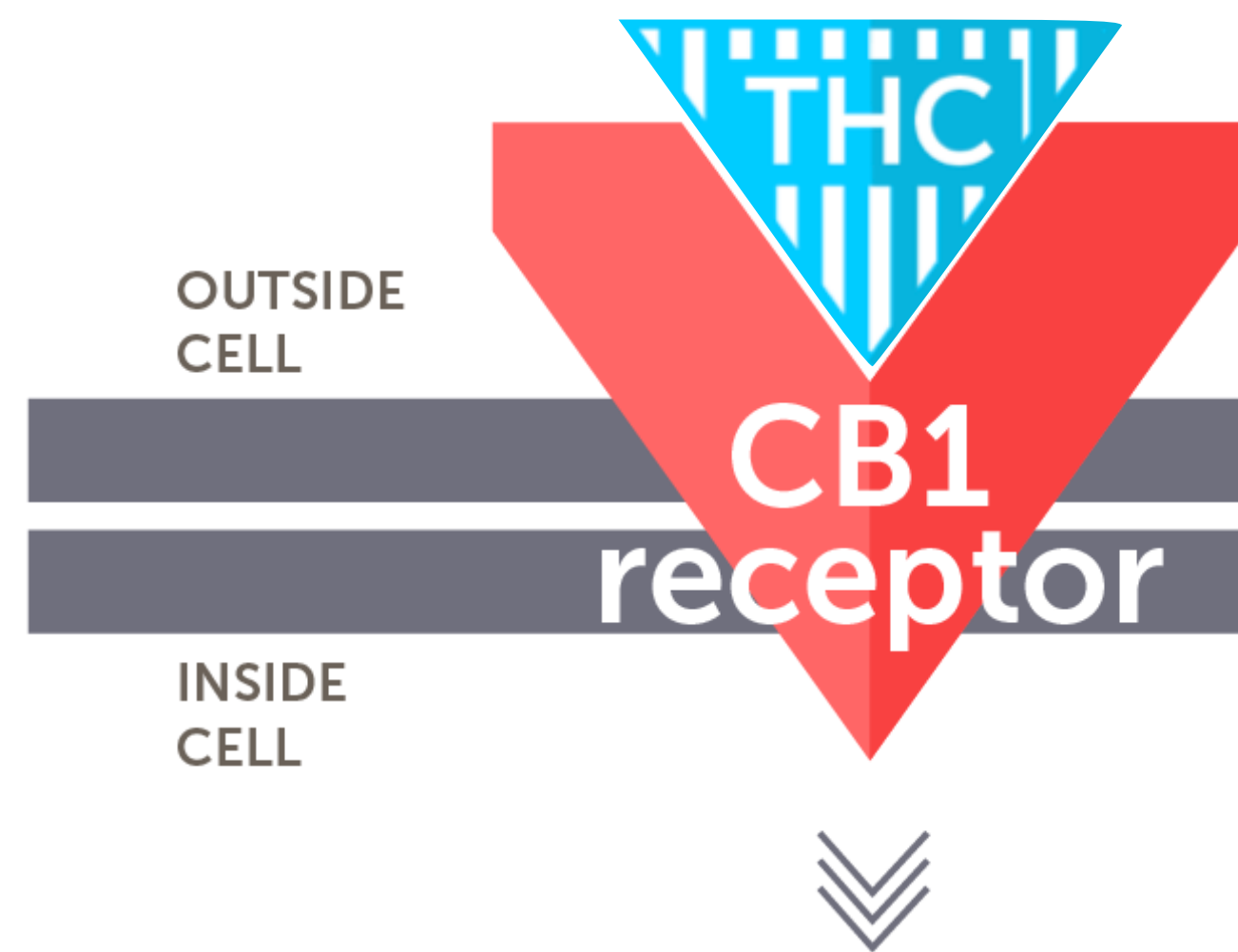
CB2 receptors are mostly in the peripheral organs especially cells associated with the immune system.





Common Effects:

- euphoria
- relaxation
- anxiety
- short term memory impairment



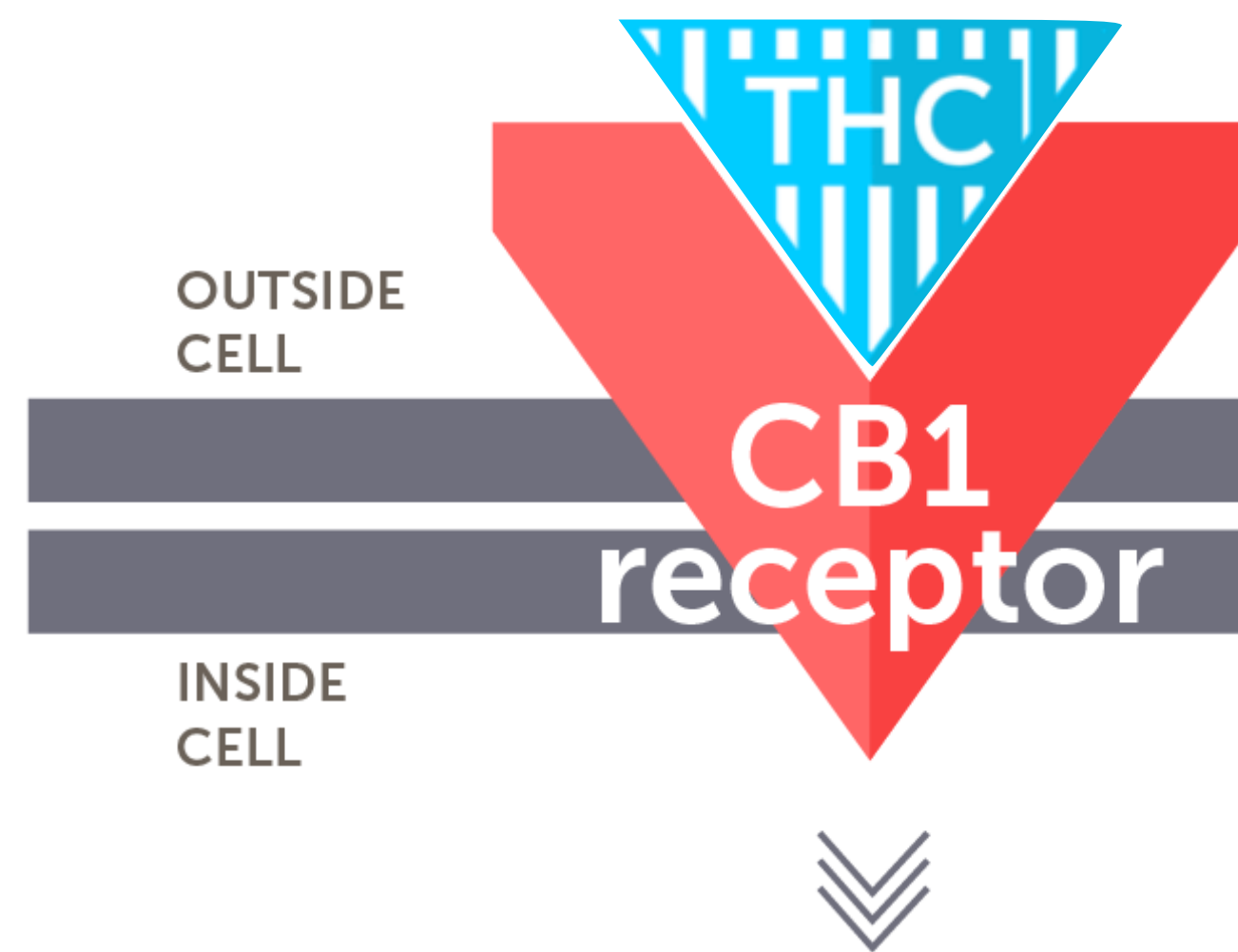
Common Effects:

- euphoria
- relaxation
- anxiety
- short term memory impairment



Common Effects:

- decreases negative side effects of THC
 - *decreased anxiety*
 - *decreased short term memory impairment*



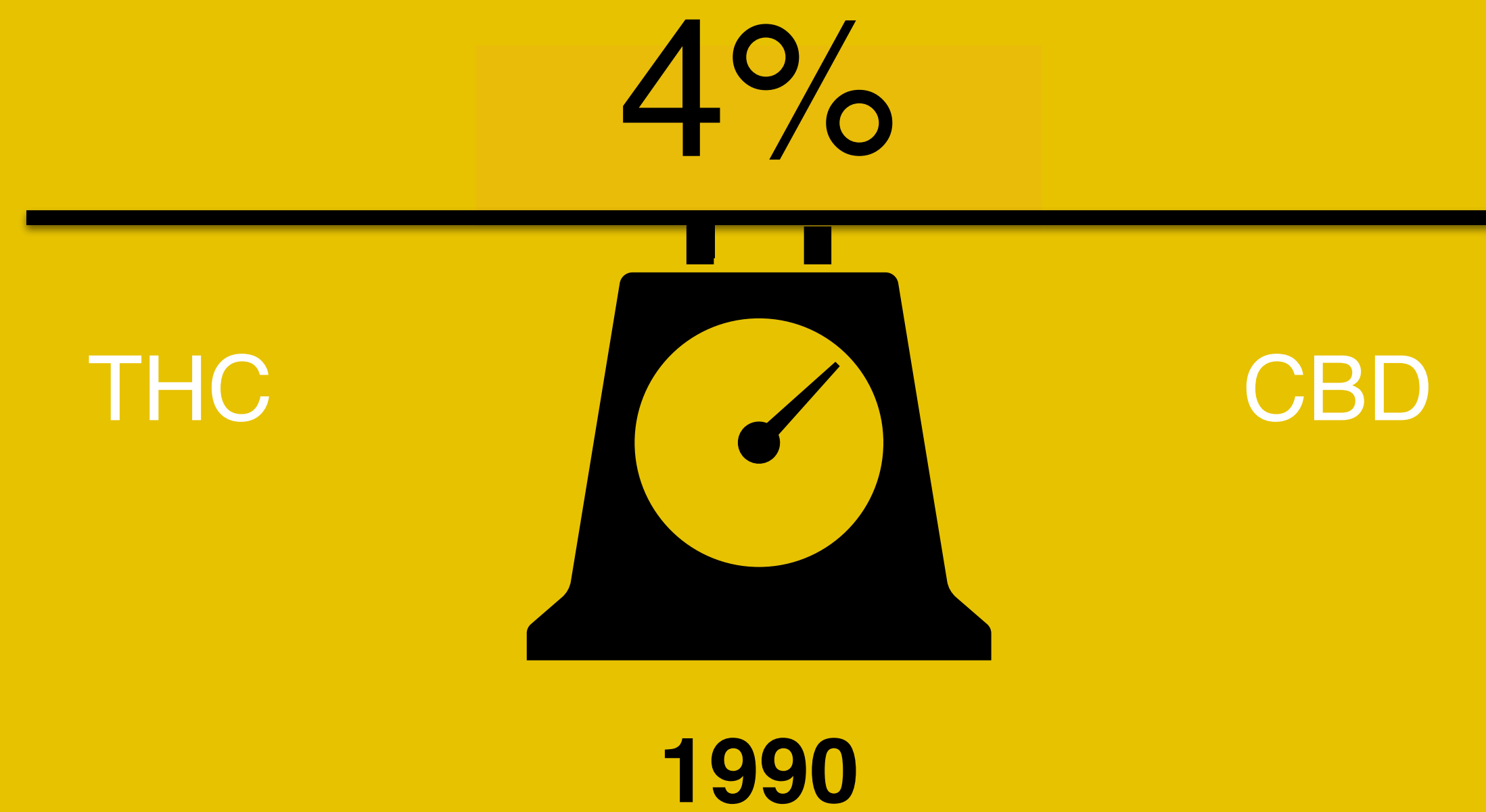
Common Effects:

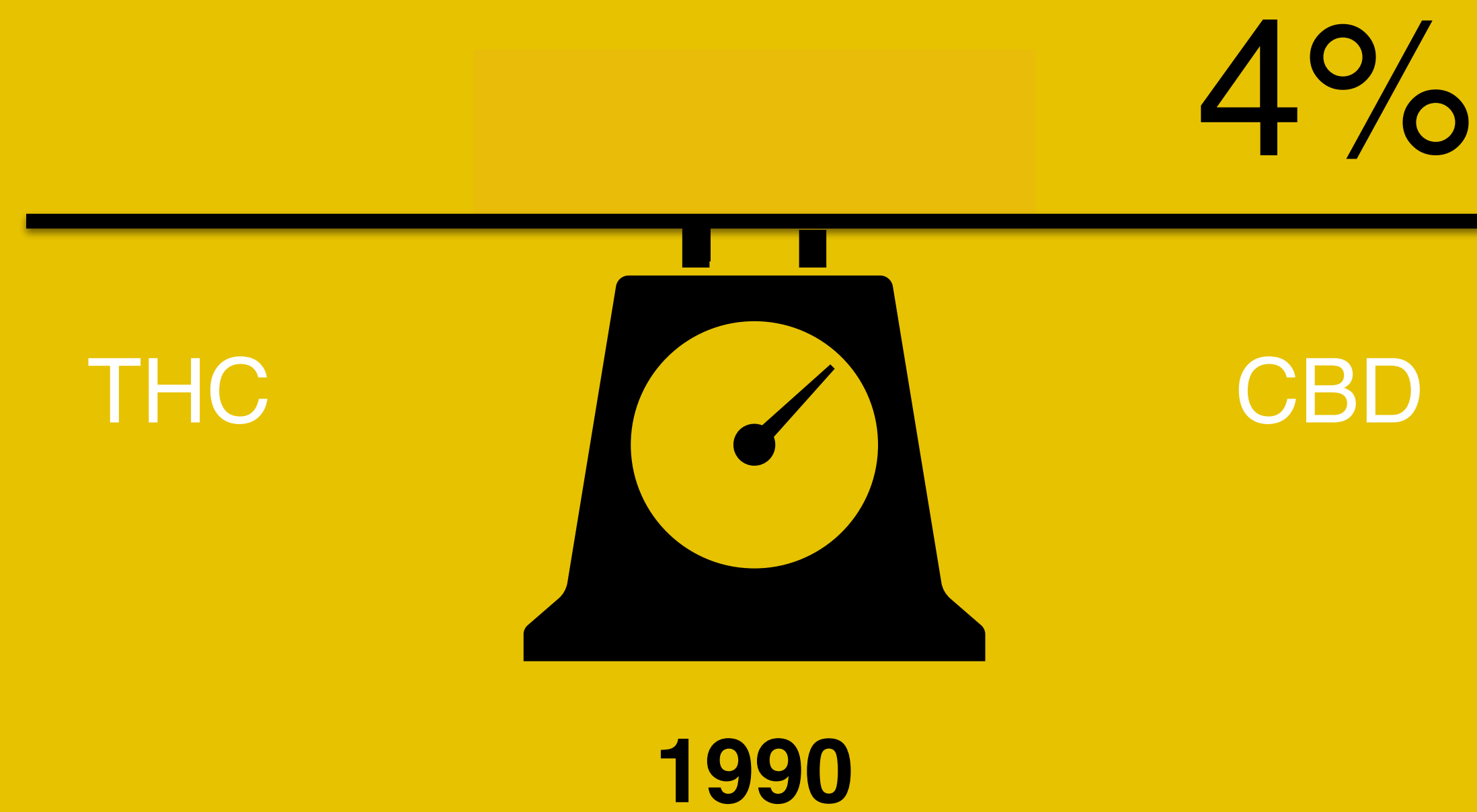
- euphoria
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Common Effects:

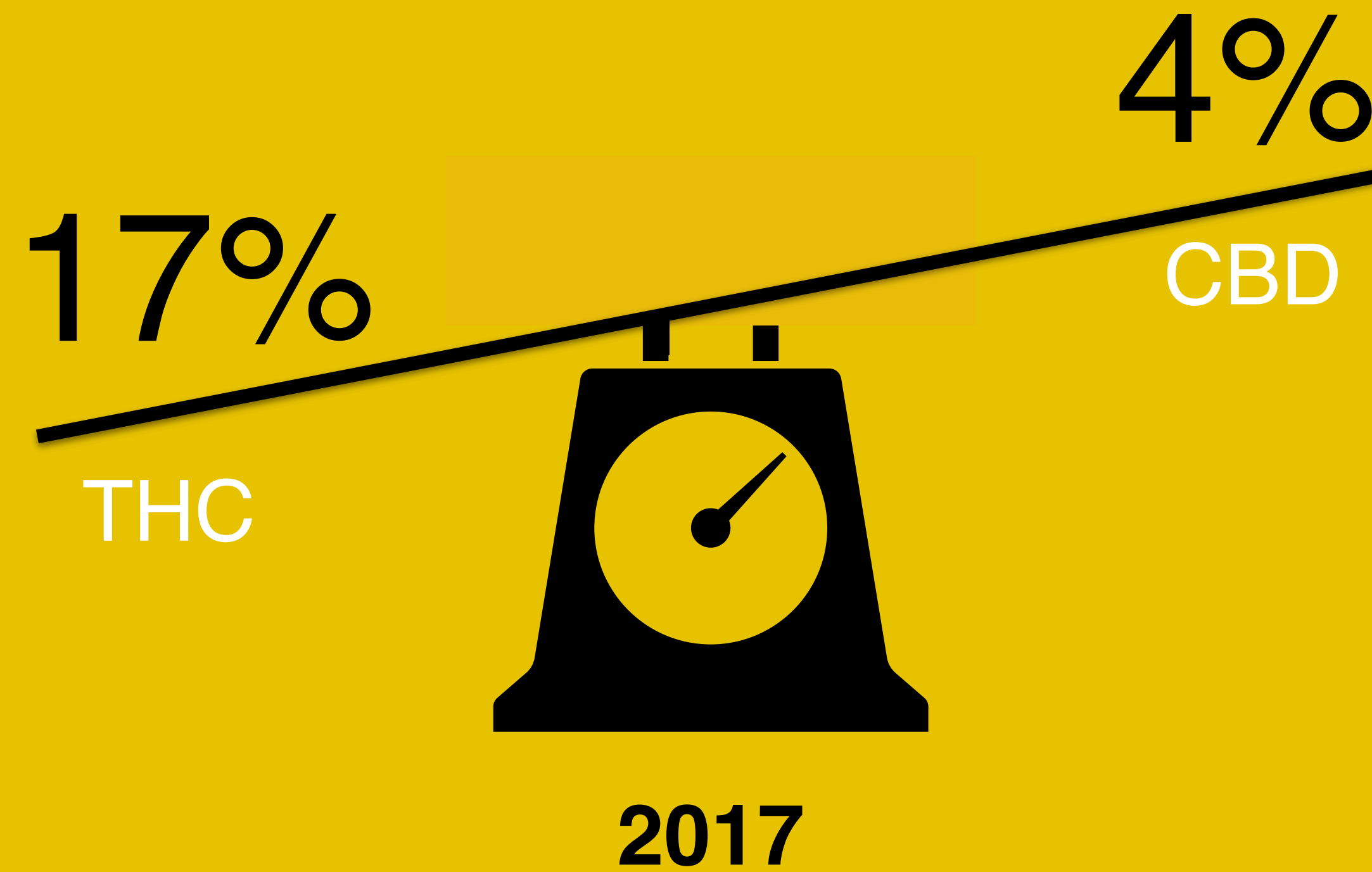
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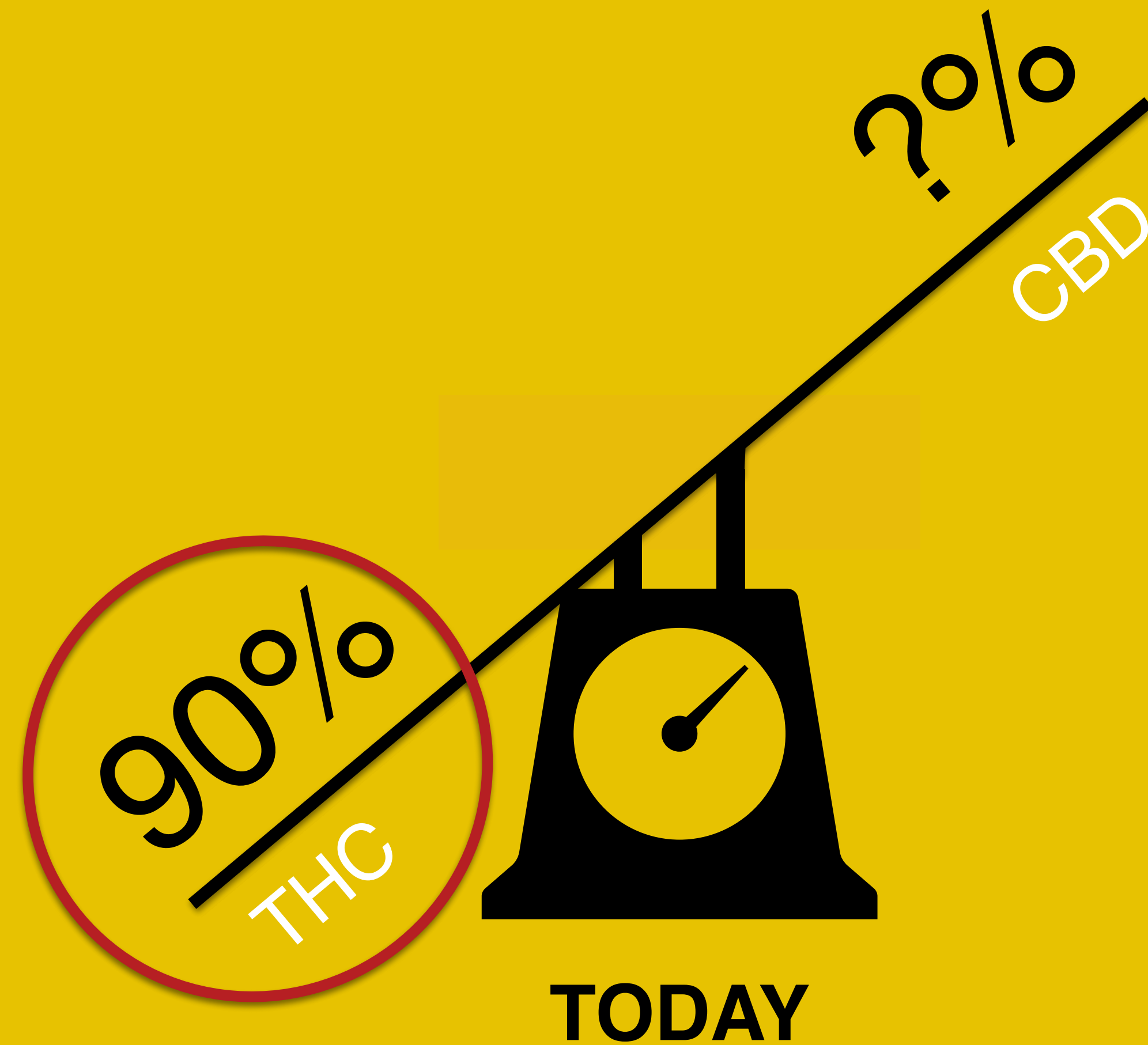


2012





TODAY




UP TO 90% THC IN VAPE JUICE, WITH NO
STATE-MANDATED THC CAP!





I don't
know
what to do!



Talk to your kids!



with* teens*

Talk to your kids!

(equally invested)

(soon to be adults)

The image features a large, dark green speech bubble with a white rectangular box in the center. The background is a vibrant yellow with a complex, geometric pattern of thin, intersecting lines. The speech bubble has a tail pointing towards the bottom right.

Communicate Your Disapproval

Communicate Your Disapproval

make sure your attitudes are known



**ENCOURAGE
CRITICAL
THINKING**



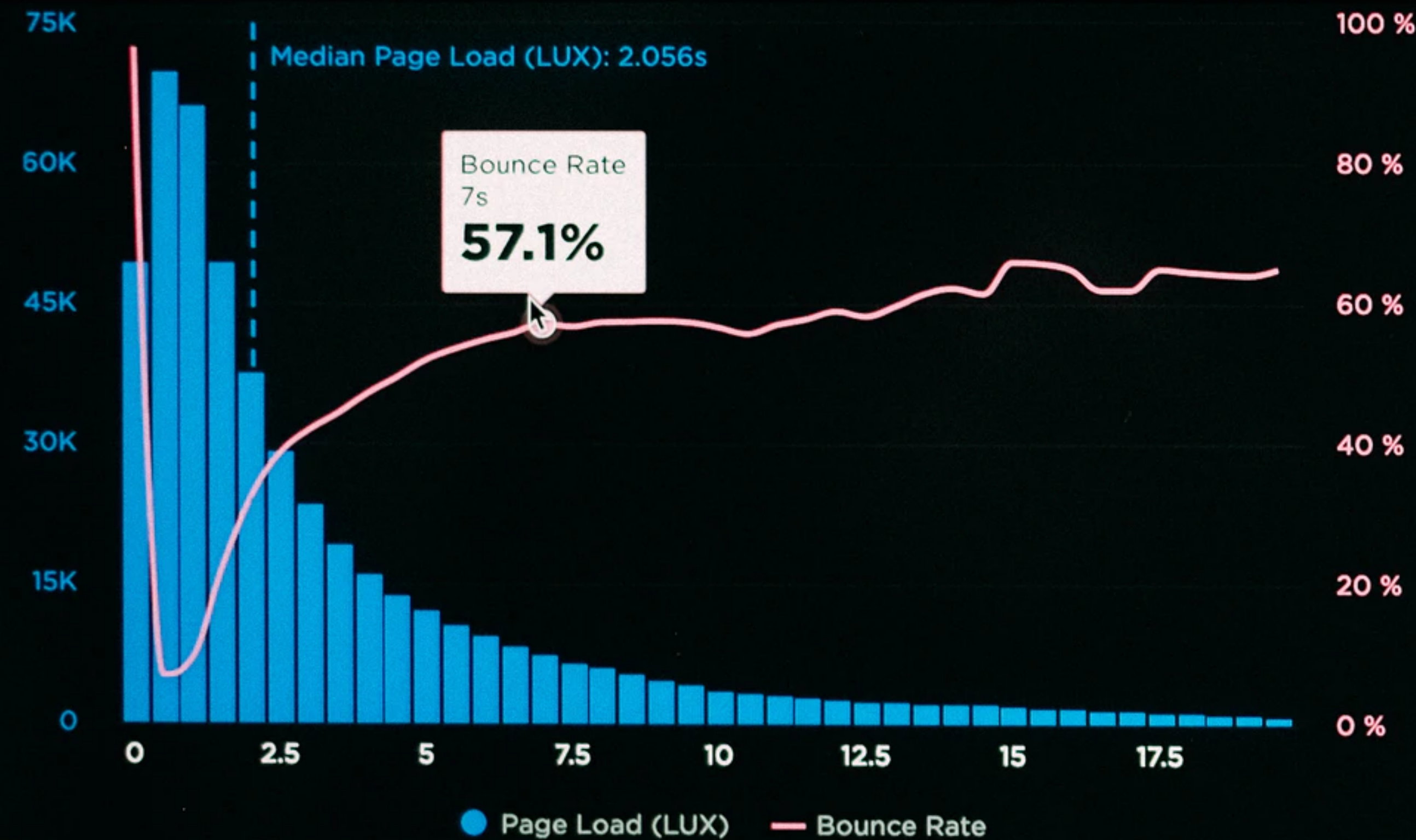


Limit Exposure When You Can



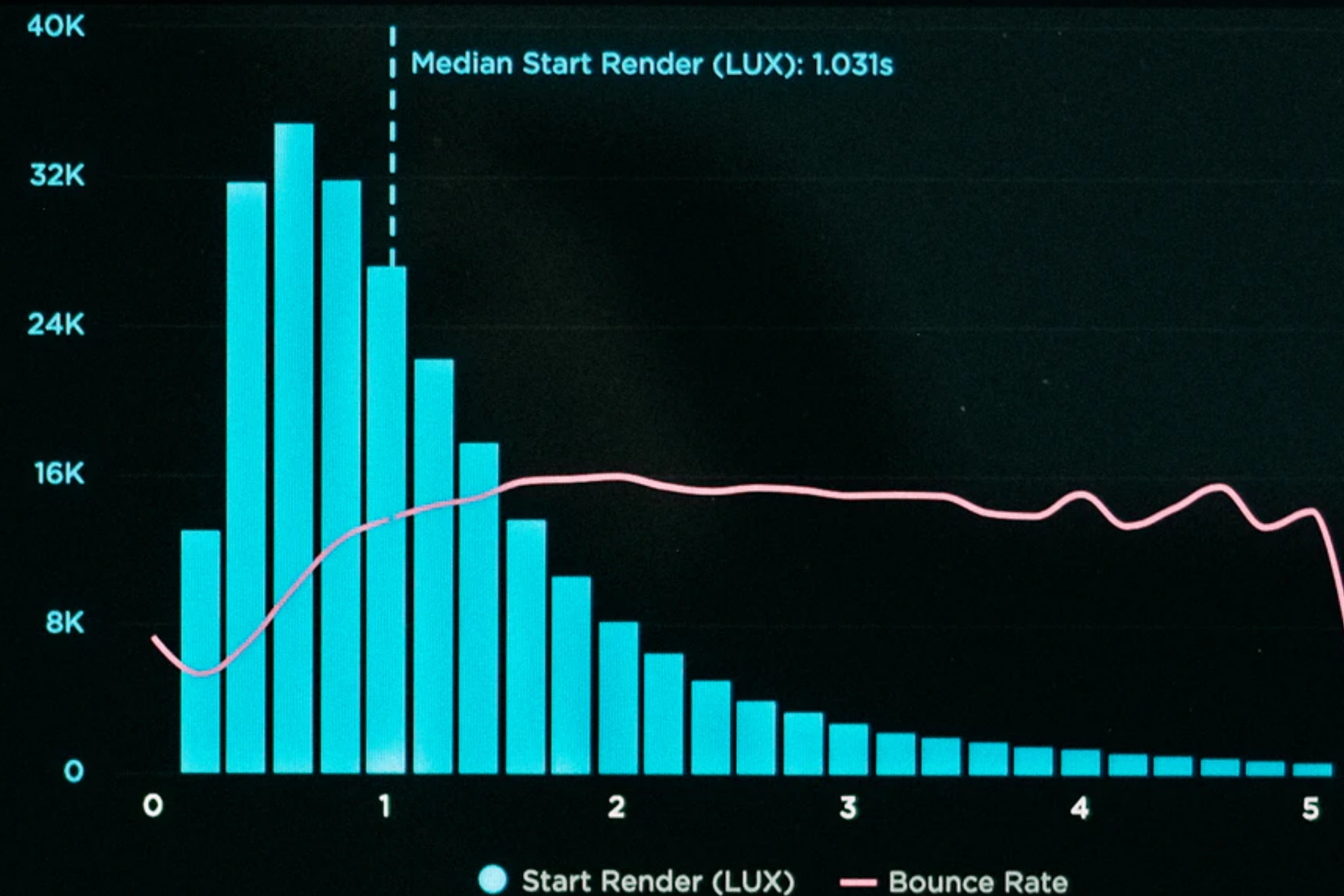
LOAD TIME VS BOUNCE RATE

⚙️ OPTIONS



START RENDER VS BOUNCE RATE

⚙️ C



Understand that the recent data trends (decline) will shift!

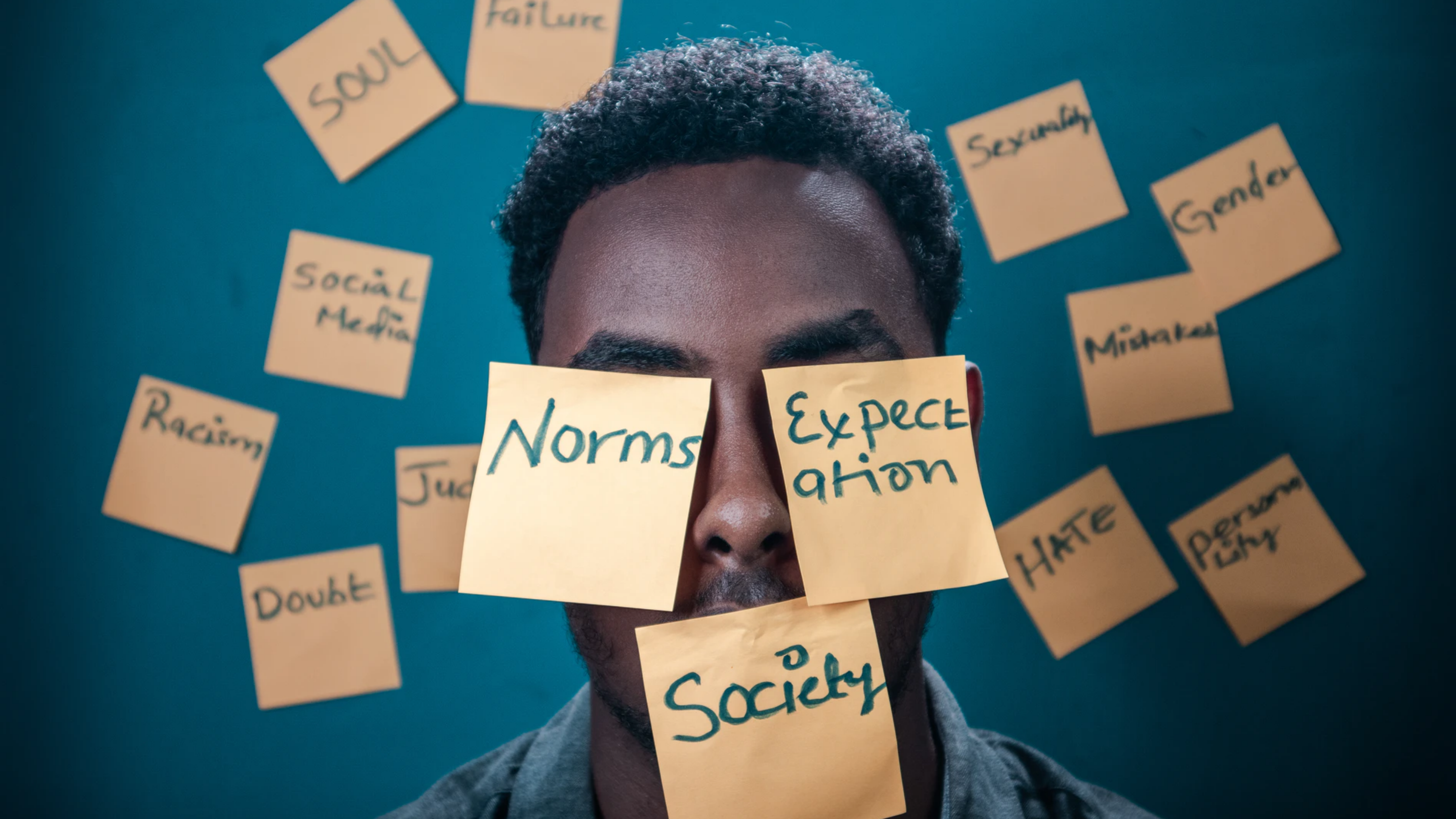




Excuse me,
young man!

Look at our own
choices.





Soul

Failure

Sexuality

Gender

Social
Media

Mistake

Racism

Judgment

Norms

Expectation

Doubt

Hate

Personality

Society



Norms

Expectation

Society

Soul

Failure

Sexuality

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Social
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Personality



Norms

Expectation

Society

Expectations



BEHAVIOR

Norms

Expectation

Society

Soul

Failure

Sexuality

Gender

Social Media

Mistake

Racism

Jud

Hate

Personality

D

BEHAVIOR



Expectations

Expectations



BEHAVIOR



PAY ATTENTION

Communicate with:

L
O
V
E

Communicate with:

Listening

Offering

Validating

Empathizing

Communicate with:

Listening open-ended questions, reflections

Offering feedback sandwich: ask permission, provide information, ask for reactions.

Validating reinforces self-efficacy, self-trust

Empathizing be in the hole with them

Need help for yourself or a friend?

Text **Rams** to
1-844-823-5323



Text-A-Tip
24/7 365
Safe. Anonymous.
Always Available.

lead



HOW TO CONTACT US

We're all over the country, but we're also very accessible.

Andy Duran, CEO

lead



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