

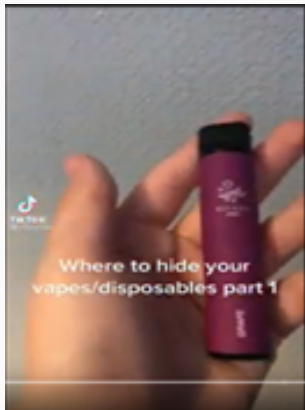
# E-CIGS: THE VAPE SAGA CONTINUES

## Thousands of flavors, millions addicted

The popularity of youth e-cigarette use (aka vaping) led the U.S. Surgeon General to declare an “epidemic” in 2018.<sup>1</sup> Fueled by reusable pod mod vaping devices and coordinated social media marketing campaigns, particularly by the brand JUUL, vapes have continued to evolve. Teens have replaced their JUULs with cheaper, disposable devices with even higher nicotine salt levels than reusables that come in countless flavors, shapes and colors.



Above: Examples of popular disposables like these can have nicotine equivalents of more than 15 packs of cigarettes per device.<sup>9</sup>

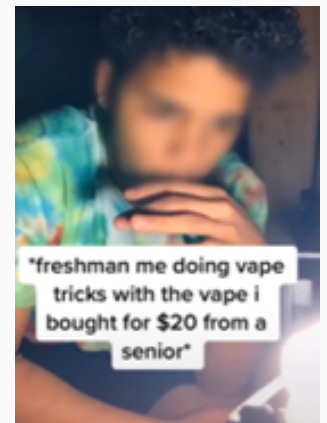


### YOUTH ARE DRAWN TO:

the big hit (or buzz) of nicotine

ease of concealability

more than 15,000 flavors



## SO, WHAT'S AN E-CIGARETTE?

E-cigarettes are battery-operated devices that heat a mixture of flavoring, liquid nicotine, and chemicals, called e-juice, which produces a nicotine aerosol that’s inhaled. Whether it’s a pod mod vape, disposable vape, tank mod, or other e-cigarette device, all e-cigarettes are regulated as tobacco products regardless if they contain nicotine extracted from the tobacco plant or developed in a lab (synthetic nicotine).

**E-cigarettes are not approved as a quit smoking tool.**

FDA-approved quit aids such as gum, patches and lozenges are available for adults at [www.QuitPartnerMN.com](http://www.QuitPartnerMN.com).

Teens can go to [www.MyLifeMyQuit.com](http://www.MyLifeMyQuit.com) for free quit help.

**quit partner™**  
**MY LIFE MY QUIT**

**FACT: E-cigarettes are marketed to youth.**

The commercial tobacco industry historically targets kids with flavored tobacco. It continues this practice with candy, dessert and fruit flavored e-cigarettes with names like "Unicorn Poop" and "Twinkie." With more than 15,000 available flavors, it's not surprising that more than 8 in 10 youth users vape flavored e-cigarettes.<sup>2</sup>



Back to School vaping promotional email.<sup>10</sup>

**FACT: Vape aerosol contains harmful chemicals like nicotine, ultra-fine particles, heavy metals, and other cancer-causing chemicals.**<sup>3</sup>

**FACT: Nicotine is highly addictive and can harm brain development.**

- Nicotine interferes with brain development and can have a long-term effect on mental health.<sup>4</sup>
- The e-liquid flavors in vapes can cause health harms regardless of the nicotine content and can damage your lungs when inhaled.<sup>5</sup>

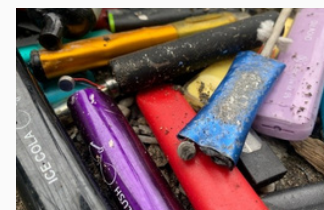
**FACT: Sales of disposable e-cigarettes increased by nearly 250% between February 2020 and September 2021.**<sup>6</sup>

**FACT: Use remains high among MN youth and signs of dependence have increased.**<sup>7</sup>

- Almost 20% of MN high schoolers and almost 3% of MN middle schoolers reported vaping in the past 30 days, an almost 50% increase since 2014.
- Seventy percent of current MN student users reported signs of dependence like reaching for their vape without thinking about it or feeling like they really need to use it.

**FACT: E-cigarettes create plastic, hazardous, and electronic waste.**<sup>8</sup>

- Ninety-nine BILLION pounds of e-waste are discarded every year.
- Discarded devices increase single-use plastics and introduce hazardous and toxic chemicals into the environment.



Examples of discarded vapes<sup>11</sup>

