

# What is JUUL?

JUUL is a new type of e-cigarette that has surged in popularity since its introduction in 2015. JUUL is already the **most widely purchased e-cigarette brand**, representing **nearly half** of the market share in the last quarter of 2017.<sup>1</sup> Despite the fact that its purchase, possession, and use is illegal for minors under 18 years old, JUUL is **especially popular among youth**.

## Discreet

JUUL has two components: a rechargeable battery and a detachable cartridge of e-juice called a JUULpod. JUUL's small size and its **close resemblance to a USB flash drive** adds to its youth appeal and allows kids to **discreetly use** and **easily hide the device**. Customizable "wraps" or "skins" featuring different colors and patterns add to the device's concealability.<sup>1</sup>



Image from TruthInitiative.org



Image from OhGizmo.com



Images from Amazon.com

Each JUULpod contains **200 puffs** and on average **costs less than a pack of cigarettes**.<sup>2</sup>

Image from JuulVapor.com

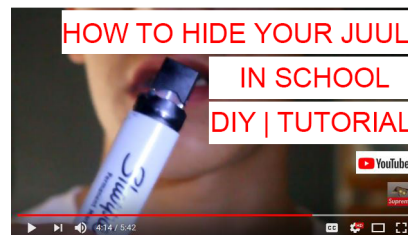
## Appealing to Youth



JUULpods come in kid-friendly flavors such as **Cool Mint, Fruit Medley, and Mango**.<sup>1</sup>

**Nearly 9 out of 10 Wisconsin youth** say they probably **wouldn't try an e-cigarette if it wasn't flavored**.<sup>3</sup>

Image from EJuceConnect.com



JUUL users have a **significant social media presence** through outlets such as YouTube, Twitter, Snapchat, and Instagram, increasing JUUL's **exposure to young people**.<sup>1</sup>

Image from YouTube.com

## "JUULing"

Youth and young adults refer to JUUL use as "JUULing" instead of "vaping" or "e-cigarette use".<sup>2</sup>

## Not Harmless

JUUL's **highly concentrated levels of nicotine** have been engineered to mimic the kick of cigarettes with less of the harshness that comes with cigarette smoke.<sup>2</sup>

Nicotine is **highly addictive**, and it can have lasting effects on adolescent brain development, including permanently lowering impulse control and damaging parts of the brain that control attention and learning.<sup>1,4</sup> Research suggests that youth are **up to seven times more likely** to use other forms of tobacco if they use e-cigarettes like JUUL.<sup>5</sup>



**Nicotine in one JUULpod = Total nicotine in a pack of cigarettes!**<sup>2</sup>

Image from SMEHarbinger.net

<sup>1</sup> Bach, Laura. *JUUL and Youth: Rising E-Cigarette Popularity*. Campaign for Tobacco-Free Kids; Washington, DC: 2018. <https://www.tobaccofreekids.org/assets/factsheets/0394.pdf>.

<sup>2</sup> JUUL 101: The Next Generation of E-Cigarettes. Stanford Medicine Tobacco Prevention Toolkit; Stanford, CA: 2018. <https://med.stanford.edu/content/dam/sm/tobaccoprevention-toolkit/documents/ecigarettes/unit6/juul-101.pptx>.

<sup>3</sup> Wisconsin Youth Tobacco Survey: High School and Middle School Fact Sheets. Wisconsin Tobacco Prevention and Control Program; Madison, WI: 2016. High School: <https://www.dhs.wisconsin.gov/publications/p01624.pdf>. Middle School: <https://www.dhs.wisconsin.gov/publications/p01624a.pdf>.

<sup>4</sup> Know the Risks: E-Cigarettes and Young People. U.S. Department of Health and Human Services; Washington, DC: 2018. <https://e-cigarettes.surgeongeneral.gov/knowtherisks.html>.

<sup>5</sup> Bold KW, Kong G, Camenga DR, Simon P, Cavallo DA, Morean ME, Krishnan-Sarin S. *Trajectories of E-Cigarette and Conventional Cigarette Use Among Youth*. *Pediatrics*; Itasca, IL: 2018. <http://pediatrics.aappublications.org/content/141/1/e20171832>.