The FDA considers vapor product use by youth to be at epidemic levels.

- Four out of five people who smoke start during adolescence. Although tobacco use is declining, the overall rate of nicotine use is rising due to youth use of vapor products or e-cigarettes.

- Nicotine, in any form, is harmful and addictive for youth. Exposure to nicotine during adolescence can impede brain development, which continues until roughly age 25, impacting learning, memory, and attention. This can affect performance in school, possibly leading to failure, dropout, or prolonged graduation date.

- High-tech vapor products are constantly emerging in new shapes and sizes, some of which look like USB devices and can go unnoticed in schools. It’s difficult for consumers to know what these products contain. Some vapor products marketed as containing zero percent nicotine have been found to contain nicotine.*

- The Surgeon General says vapor product use is strongly associated with the use of other tobacco products among youth and young adults. Vaping nicotine may “prime” the brain for later addiction.

*Centers for Disease Control
https://www.cdc.gov/tobacco/basic_information/e-cigarettes/about-e-cigarettes.html

Don't be FUULed...

**What is JUUL?**

- JUUL is a vapor product device that resembles a USB drive and can be charged using a laptop.
- JUUL currently represents over 70% of the vapor product market share.
- All JUUL pods contain nicotine at levels approximately equal to a pack of cigarettes.

**Appeal of JUUL among youth**

- The JUUL “pods” use flavors that appeal to tastes of young people.
- They are high-tech, easy to conceal and emit little to no detectable odor.

**JUUL and your school**

JUUL Labs, Inc. has contacted middle schools and high schools in several states to pilot their own prevention program. The tobacco industry has a history of sponsoring ineffective and ultimately self-serving youth prevention programs that undermine evidence-based tobacco control efforts. We encourage parents and teachers to use prevention materials from independent public health sources.

For more information and resources, visit:
https://www.doh.wa.gov/YouandYourFamily/Tobacco/VaporProducts

For people with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY 711).