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A decorative graphic in the top-left corner consisting of two overlapping parallelograms. The front one is blue and the back one is a light mint green. Both are tilted at a 45-degree angle.

It's Not Cuul to Juul in Schuul

What is Juuling?

- Popular among teens and young adults due to convenience and addictiveness
- Adolescents can have health problems overtime
- Juuling is a type of e-cigarette made as an alternative to smoking



OF 15- TO 17-YEAR-OLDS WHO USE JUUL

56%

USE IT
3+ DAYS
A MONTH

ALMOST HALF
OF THAT GROUP
USE IT 10+ DAYS
A MONTH



truthinitiative.org



Popularity



“The New Norm”

- Common on college campuses
- 56% of 15-17 use three or more times per week
- Advertisements, News, and Word of Mouth

Convenient

- Sold at many gas stations
- Starter kits contain all one needs
- Older people buy for younger friends

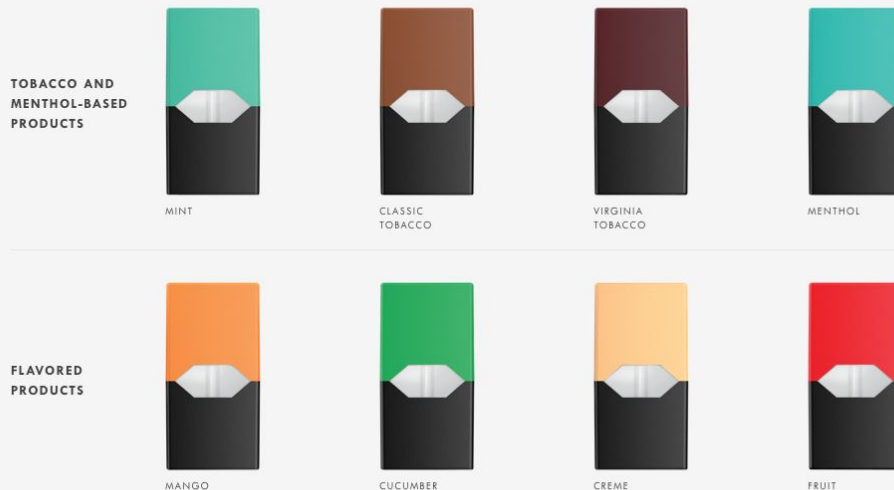
Cases in Young Children

- Ohio school caught elementary students using vaping instruments
- Wrote new suspension policy to deal with these issues
- Many cases involve 12-14 year olds

Addictive Qualities

- Juuls contain 80% nicotine while cigarettes only contain 50%
- Juuls are most popular type of e-cigarette
- Younger brains become addicted faster

CURRENT JUUL POD OFFERING



“Nicotine in e-cigarettes is not a harmless drug and flavors cause users to believe vaping instruments are harmless....”

Original Use

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

- Founded by former smokers
- Wanted to aid in the prevention of smoking cigarettes
- Juuls are being widely misused



(JUUL, 2019)



How to Discreetly “Hit” a Juul

- Smoking into jacket
- Charging it through laptop/other computer
- Easy to hide inside everyday objects



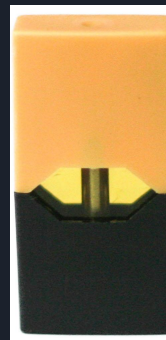
Negative Social Effects

- Distracting to others
- Causes paranoia, stress
- Spreads germs



Chemicals

- ***Glycerol and Propylene Glycol:***
Headaches, nausea, vomiting
- ***Nicotine:*** Cancer, negatively affects systems of the entire body
- ***“Natural Oils” & Flavor:*** Turned into a vapor to be inhaled
- ***Benzoic Acid:*** Eye, Skin, & Lung irritant, Preservative



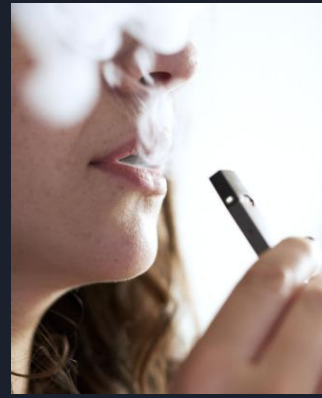
INGREDIENTS:

Glycerol, Propylene Glycol, Natural Oils, Extracts & Flavor, Nicotine, Benzoic Acid.

The MD, 2019
Pankow, et al. 2017



Nicotine Addiction



High Schools students increased from 11%-21% in one year

- Mood altering effects on the brain
- Higher rates of stroke, heart disease, cancer compared to non-users
- Withdrawal leads to anxiety, irritability



Spread of Germs

- Lowers immunity to bacteria
- Antibiotic Resistance
- Cold sores



Counter Arguments

IS VAPING BAD FOR YOU?

VAPORIZERS

- Contains no tar
- Produce no Carbon Monoxide
- Four ingredients
- No second hand smoke
- No stink

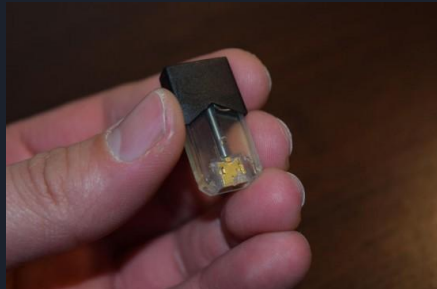


CIGARETTES

- Tar
- Carbon Monoxide
- Thousands of chemicals
- Second hand smoke
- Stink



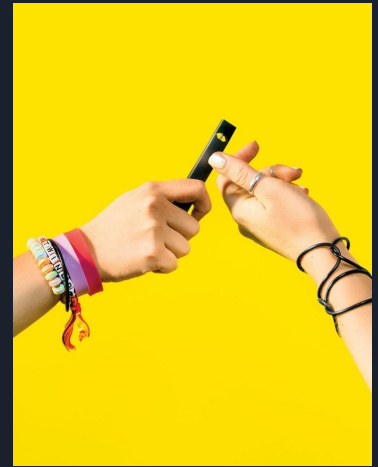
1. It is not as bad for you as cigarettes.
2. The chemicals in JUUL pods are at a low concentration.
3. JUUL pods are disposable and are replaced frequently.





Conclusion

- Juuling was supposed to be a healthier alternative has become a problem in adolescents
- Sleekness, convenience, and availability has created a habit that affects adolescents socially
- Juuling has negative internal and external health effects



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