The sure things that make the Juul Berk
you think they’re harmless.
will start using e-cigarettes because
that young people who are not smokers
There is concern among researchers
with teens and young adults
and has become extremely popular
It’s been called the “iPhone of e-cigarette”
e-cigarettes on the market
has become one of the hottest
two years ago, the Juul
Since its introduction about

How bad is nicotine? Really?

Smoking & vaping alliance, helps 6 million people every
Flash Drive or Vape Pen?

What is the JUUL?
It's a rechargeable battery-operated e-cigarette, or e-cig, that converts liquid into a vapor, which you inhale. Each puff you take delivers a strong dose of nicotine, so they can become just as addictive as traditional cigarettes.

The bottom part, or device, contains the battery and is charged using a USB charger you can plug into your laptop. The top part is the e-liquid cartridge, or “JUUL pod,” that you stick into the device; it is also the mouthpiece.

What's in the e-liquid?
JUUL pods contain glycerol and propylene glycol, benzoic acid, nicotine and flavorants. Little is known about the health effects of inhaling these substances, but the nicotine content is high—each pod is roughly equal to one pack of cigarettes, or 200 puffs. JUUL pods deliver twice as much nicotine as other vaping products.

Where do teens buy them?
The minimum age to buy these devices is 18. However, teens are able to purchase them on eBay or at local convenience stores or gas stations. The device costs $35-$50, and a 4-pod package is $16.

What is the attraction?
Teens like the discreet design—it looks like a flash drive, making it easy to hide. E-liquid flavors, such as cool mint, fruit medley and mango, taste—and smell—yummy.

What’s REALLY in that Pod?
Vaping devices used to ingest marijuana are nearly indistinguishable from the nicotine vapes.

Marijuana vaping pods contain oils that have the same active ingredients, including THC, found in leaf marijuana. One major concern is the potency of these oils: leaf marijuana THC levels average 15%. The THC levels in oils that are vaped may approach 90%.

Marijuana oils have little odor—making them harder for parents to detect.

E-cigarettes, or vaping devices, are still relatively new, so there hasn’t been enough time to study the long-term effects of inhaling these vapors.

However, we do know that nicotine is highly addictive and can affect brain development—especially in young people. Some research shows that using a vaping device increases the user’s risk of cigarette smoking fourfold.

“Nicotine is very dangerous for kids and teenagers, because their brain is still developing and nicotine is a gateway drug—it primes the brain so things like cocaine and heroin are more rewarding.”

—Dr. Harold J. Farber/Baylor College of Medicine