



# JUUL and Youth E-cigarette Use

## Who is using JUUL?

- E-cigarettes are the most commonly used tobacco product among our youth in Montana.<sup>1</sup>
- **23%** of Montana High School students currently use e-cigarettes and **almost half** have tried them.<sup>1</sup>
- JUULs appeal to youth because they:
  - Are small enough to easily conceal.
  - Come in sweet flavors.
  - Are high-tech and sleek.
- More than **80%** of youth who have ever tried e-cigarettes started with a flavored product.<sup>2</sup>
- In a survey conducted by the Montana Office of Public Instruction in April 2018, Montana high school principals from AA through C class districts reported JUUL use during school hours both inside and outside their school buildings.<sup>3</sup>

## What is JUUL?

- JUUL is a brand of e-cigarettes. E-cigarettes heat a liquid into an aerosol, also called vapor, which the user inhales.
- JUUL devices look like a USB flash drive and can be charged in the USB port of a computer.
- JUUL came on the market in 2015 and has already amassed over 50% of the e-cigarette market share.<sup>4</sup>

## Is JUUL safe for youth?

- **No.** E-cigarettes may be safer than conventional cigarettes but they are not safe for youth.
- Most e-cigarettes contain nicotine. According to a study published in the American Journal of Public Health, **99%** of e-cigarettes sold in U.S. convenience stores, supermarkets and similar outlets in 2015 contained nicotine.<sup>5</sup>
- All JUUL cartridges contain nicotine. One JUUL cartridge is equal to a pack of cigarettes, or **200 cigarette puffs**. According to a new study published in Tobacco Control, most JUUL users don't know that the product always contains nicotine.<sup>1,6</sup>
- Nicotine is highly addictive and harmful to brain development.<sup>7</sup>
- Studies have found that youth who use e-cigarettes are **4 times** more likely to begin smoking conventional cigarettes in the future compared to their peers who do not use e-cigarettes.<sup>8</sup>
- Long-term health effects are unknown at this time; however, studies have found that e-cigarettes and the aerosol they emit can contain harmful and potentially harmful chemicals.<sup>7</sup>

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