

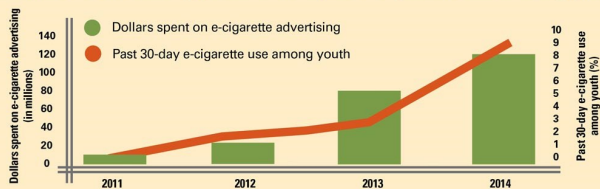
# The Facts about Vaping

Research shows that most teens make healthy choices and choose not to vape.

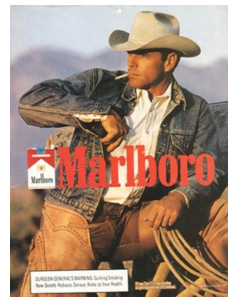
- ⇒ A teen who uses e-cigarettes is 3 times more likely to smoke regular cigarettes. (Rigotti, 2015)
- ⇒ The teen years are critical to brain development. Adding nicotine, a highly addictive drug, to the growing teen brain can alter the development of the brain, affect the brain's reward system and lead to an increased risk of addiction as an adult.
- ⇒ Cancer causing agents have been found in vape juice, even ones that do not contain nicotine.

## Marketing to Teens

E-cigarette use among youth is rising as e-cigarette advertising grows



Past Cigarette Ads



Current Vape Ads



vs.

Tobacco companies are targeting teens, as profits from cigarette sales have decreased. As of 2014, the e-cigarette industry spent \$125 million a year to advertise their products, and used many of the techniques that made traditional cigarettes popular.



vs.



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## It Is Not Just Juice

38 of the chemicals and carcinogens that are listed on the FDA's "Harmful and Potentially Harmful Constituents (HPHCs)" list are found in vape juice, including formaldehyde, benzene (found in pesticides and gasoline), and cadmium (toxic heavy metal used in car batteries).

