Juul Fact Sheet for High School Students

- Most teens believe that vaping are safer than cigarettes.[1]
- Only 37% of recent Juul users knew that the product always contains nicotine.[2]
- As with cigarette smoking, vaping increases heart rate and produces measurable levels of blood cotinine, a nicotine metabolite. [3]
- Amount of nicotine delivered and the level of nicotine in the blood can vary because of different factors such as: nicotine concentration in the e-cigarette liquid, other components in the e-cigarette liquid, user experience, puffing intensity, device characteristics, and vaping technique. [3, 4]
- Experienced users tend to take longer puffs and use the device more intensively causing higher blood nicotine levels that more closely resemble the levels achieved by smoking conventional cigarettes. [3, 5-8]
- The consequences of chronic inhalation of e-cigarette vapor are largely unknown, and levels of toxic and carcinogenic compounds vary by e-cigarette liquid components and the different devices used. [9]
- Exposure to e-cigarette liquid via digestion or direct skin contact can cause seizures, anoxic brain injury, lactic acidosis and death. [5]
- Most e-cigarettes contain a number of potentially toxic chemical substances. [5]
- Survey of 11th- and 12th-grade students in California found an association between chronic bronchitic symptoms and current or past e-cigarette use. [10]
- Studies have associated e-cigarette use with an increased risk of experimenting with conventional cigarette smoking among youth. [11-17]
- Multiple studies among adolescents and young adults aged 14 to 30 years showed that e-cigarette users have a higher probability of initiating regular cigarette smoking, contrary to belief that these products help current users quit. [17, 18]
- Both tobacco users and non-users found tobacco more appealing when the products had pleasing flavors. Younger people were particularly interested in fruity and candy-flavored products. Many different flavors of these products exist even though in an attempt to limit tobacco product’s appeal to kids the FDA banned sale of flavored tobacco. [19]
- Effects of inhaling flavorings on respiratory function is also unclear. The sweet flavors that appeal to kids have displayed a stronger association with cytotoxicity. [20-24]
References: