



WHAT IS JUUL®?

JUUL is a brand of electronic cigarette (e-cigarette) or vaping device.¹

JUUL (pronounced jewel) looks like a USB drive, and is promoted as an alternative to combustible cigarettes and existing e-cigarettes or vaping devices.¹

“JUULing” is the term used when using JUUL.¹

How does JUUL work?

JUUL contains nicotine. JUUL cartridges, called pods, contain flavored oils that turn into vapor when heated.² Each pod contains roughly the same amount of nicotine as a pack of cigarettes.^{1,2}

JUUL has interchangeable pods with an assortment of flavor options.¹ The nicotine form is referred to as nicotine salts.¹ The taste and sensation of the nicotine salts are more similar to conventional cigarettes, making JUUL different than other types of e-cigarettes.¹ However, inhaling vapor from nicotine salts goes down smooth and doesn't produce irritation in the chest and lungs that combustible cigarettes do.³

JUUL has a higher concentration of nicotine than many other e-cigarette options.¹ Listed as 5% nicotine by weight, JUUL has more than twice the amount of nicotine concentrate. Other brands of e-cigarettes, typically have concentrations of 2.4% or less.¹



What is the threat to youth?

Similar to other e-cigarettes, JUUL comes in a variety of flavors, including fruit medley, mango, cool mint, and crème brûlée.¹ **Most youth who experiment with tobacco begin with a flavored product,**⁴ as the flavors appeal to youth.⁵

Youth are particularly aware of JUUL, as nearly 1 in 5 students age 12 to 17 have seen JUUL used in school.⁶

Since **JUUL resembles a USB flash drive**, it is increasingly used by students in classrooms, hallways, restrooms, and at school sporting events.⁷

Sixty-three percent of JUUL users age 15 to 24 did not know JUUL contains nicotine.⁸ Youth may start using e-cigarettes because they believe they are harmless. **Nicotine, a key ingredient in tobacco products, is an addictive drug.**

Tobacco use by and around children and adolescents is a particular concern due to increased risk for addiction and passive exposure. Smoking is a known cause of cancer, heart disease, stroke, and chronic obstructive pulmonary disease. Young people who use e-cigarettes, such as JUUL, are more likely to transition to combustible cigarettes.⁹

References

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