

## THE JUUL WAVE

The use of electronic cigarettes has grown, even though many people are aware of the risks. The scariest result of this trend is the amount of young people who are now addicted to vaping. While there are many types of e-cigarettes, the most popular and therefore the most dangerous of them all is the Juul. Started by a San Francisco crowd funded company in 2017, Juul has swept through middle schools and high schools creating a new generation of smokers. Juuls have become so popular that they have their own verb: Juuling.

Juuling has risen to the top as the “cool” vape choice for teens, and that’s a very dangerous fact. The more popular Juul gets, the more competitors show up on the market making it easier for teens to find, and harder for parents and schools to monitor. So what made Juul cool? Juuling is all over social media, gaining hashtags and memes, and generally being popular with young people. Over a quarter of Juul’s Twitter followers are under eighteen and the device is tagged over 240,000 times

on Instagram - it’s easy to see why the use of Juul is growing. Young people think they are cool. “People assume you’re cool if you’re Juuling,” says an anonymous teen. “It’s a statement. Everyone wants a Juul because it’s recognizable, attractive, and cool.” So, according to them, Juuling is cool. But is it cool for you?

### “IT’S HEALTHY, I SWEAR”

A large problem with alternative smoking habits like electronic cigarettes and Juuling, is that many teens don’t see it as a bad thing. They’re unaware that there are dangerous chemicals inside the Juul. Pamela Ling, a professor at the University of California at San Francisco, School of Medicine, thinks that young Juul users have no idea what they’re actually putting into their bodies. “They may not even know it contains nicotine.” Most people have no idea what is inside a Juul pod. But it can’t be that bad, can it? I mean, Juuls and other e-cigarettes are touted as healthier alternatives to traditional tobacco use. That might be true – for an adult who has been smoking for decades and is trying to quit, but for an adolescent brain that’s still developing, it’s hardly a healthy habit.

**NICOTINE IS A HIGHLY ADDICTIVE DRUG. RESEARCH SHOWS THAT NICOTINE IS JUST AS ADDICTIVE AS HEROIN.**

## FOR MORE INFORMATION

Go to **www.intheknowzone.com** for more information on substance abuse. Increase your knowledge using the information, statistics, images, and links. Test your understanding with a quick quiz.

**Don’t stay in the dark.  
Get In the Know!**

**in the know**

© 2018 Education Specialty Publishing, LLC  
www.ESPublish.com • product #PB-DA280  
This pamphlet may not be copied.

## JUULING

**ADDICTION IN THE  
PALM OF YOUR HAND**







## PACKS A PUNCH

Juuling is considered a better alternative to traditional cigarettes, but it can actually be worse. Juul was created as an alternative choice for current smokers, not for first time users, so the nicotine levels are higher and more concentrated. One Juul “Pod” – the nicotine cartridge that is inserted into the device and heated into smokable vapor – delivers the equivalent of two-hundred puffs of nicotine, which is roughly the same as smoking an entire pack of cigarettes.

When a user first starts Juuling, they may only use one pod a week or less. However, since Juul vapor doesn't have the smell or taste of cigarettes and the vapor doesn't cause users to cough, many teens smoke two, three, or even more pods a week. Combine that with the high concentration of nicotine in each pod and a marketed “enhanced nicotine delivery rate,” you are now not only a regular smoker, but you are a nicotine addict.

STEALTHY

## HIDING IN PLAIN SIGHT

One reason why e-cigs, the Juul especially, are so popular with teens is because of how easy it is for a student to do it, say in class, without getting caught. Gone are the days when a smoker had to sneak off to the bathroom, or behind the school to have a quick cigarette and worry about getting caught. That isn't an issue with Juuling. Juuls usually come in a sleek pen that looks similar to a USB, but they can be customized with skins and cases to make them look however a user wants.

Plus, unlike cigarettes and even other forms of e-cigs, the Juul produces very little vapor. A user can take a hit whenever the teacher turns their back and simply blow the smoke into their sleeve or bag, and no one is any the wiser. Juul use in high school students is up 75% and up 50% in middle school students. It has gotten so bad that some schools have had to ban flash-drives and other items just to stop the abuse of Juuls in school.

However, just because a Juul is easier to use and hide doesn't make it safe. You are never inhaling just vapor but irritants, toxins, chemicals and nicotine with every puff.



HEALTH RISKS

## A SWEET TREAT

The Juul, though advertised and intended for adult users, comes in many flavors (mango, mint, fruit medley, and even crème brûlée) that are appealing to a younger audience. Users find these to be a tasty alternative to regular cigarettes, but the results could be worse for them. Don't be fooled by the flavors that Juul offers. A common thought is that, it tastes and smells good, so it can't be bad. However, while most people agree that vaping is less harmful than smoking cigarettes, cigarettes are one of the most harmful and deadly products out there. So while you may not be doing the worst thing, you may be doing the second worst thing for your lung health. Vaping still carries risks, some of which aren't even fully known yet.

## THE COST OF COOL: YOUR WALLET AND YOUR HEALTH

According to the Juul's official website – of which you have to be 21 years of age to access – a Juul starter kit, including the Juul pen itself along with five Pods, is \$50. But each 4 pod pack after that is \$20 each. Juuling is expensive. Four pods a week and you've wasted \$120 every month.

Plus, smoking Juuls have some of the same health risks as smoking regular cigarettes. E-cigarettes cause inflammation in the lungs and the chemicals released when vaping are associated with several different cancers. Plus, unlike other vaping devices, Juul pods ALWAYS contain nicotine, and at much higher concentrations than most

NICOTINE ADDICTION



devices on the market. Nicotine use can damage the still developing brains of teens and can impair memory and attention spans. Nicotine use is linked to increased heart rates, ulcers, constricted blood vessels – which can lead to heart disease, and other disorders. Nicotine is highly addictive, so quitting Juuling isn't any easier than cigarettes. Addiction actually occurs faster with Juuling than in traditional tobacco use, and the withdrawal effects are less severe, so teens are less likely to figure out that they have a problem. By the time it becomes clear that a user is a nicotine addict, their body will likely already be damaged, or they have moved on to regular cigarettes. While the long-term effects of Juuling are still unknown, the risks of lung inflammation and nicotine addiction are already known. These risks make it clear:

## IT'S NOT COOL TO JUUL.

**THE BRAIN DOESN'T FINISH DEVELOPING UNTIL 25. TEENS WHO JUUL RISK REWIRING THEIR BRAINS, LEADING TO YEARS OF ADDICTION.**