

LET'S CLEAR THE AIR

GET THE FACTS ABOUT E-CIGARETTES #STOPLIQUIDLIES

E-cigarettes come in all shapes and sizes, and so do the lies that tobacco companies have spread about the risks of using them. Get the facts so that you can start quitting today or avoid the harms of e-cigarettes altogether.

1

“IT’S JUST WATER VAPOR AND FLAVORS”

E-cigs, vaporizers, and vape pens are all electronic nicotine delivery systems (ENDS). ENDS heat up an “e-liquid” to create an aerosol—not a vapor—that the user inhales.

98.7% of e-liquids contain nicotine,* as well as varying mixtures of flavorings, propylene glycol, vegetable glycerin, and other ingredients.

2

“NICOTINE IS NO DIFFERENT FROM CAFFEINE”

And apples are no different from oranges, right? Nicotine and caffeine are both stimulants, but only nicotine has been proven to cause psychiatric disorders and long-term cognitive impairment when exposure occurs during adolescence, a critical window for brain development.

UNTIL ABOUT **AGE 25**,
THE BRAIN IS
STILL DEVELOPING



63% OF ADOLESCENT JUUL USERS DON'T KNOW THE PRODUCT **ALWAYS CONTAINS NICOTINE**

**Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015,” American Journal of Public Health, May 2017

3

“VAPING DOESN'T LEAD TO SMOKING”

Researchers have found that teens who use e-cigs/vape are nearly 3X more likely to go on to smoke real cigarettes¹—especially “low-risk” teens who don't drink or abuse prescription drugs, and who think they'd say no if a friend offered them a smoke.

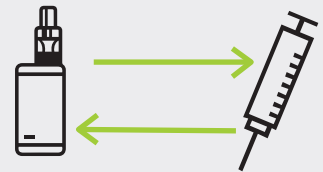
¹E-cigarette use is differentially related to smoking onset among lower-risk adolescents, 2016,” Tobacco control vol. 26 (5), 534-539

4

“E-CIGS ARE LESS HARMFUL THAN SMOKING”

Less harmful is **still** harmful. One e-juice pod contains 20x the nicotine found in one cigarette. Plus, heating and then inhaling the other chemicals and compounds used for e-cig flavors has been linked to lung disease and cancer.

NICOTINE IS
AS ADDICTIVE
AS HEROIN



BIG TOBACCO IS NOW BIG VAPE

With traditional cigarette use plummeting, all of the biggest, most popular e-cigarette brands are now owned by Big Tobacco companies.

TOBACCO COMPANIES	R. J. Reynolds	Altria (Philip Morris)	Imperial Tobacco
CIGARETTE BRANDS	Camel, Pall Mall, Newport, American Spirit	Marlboro, Parliament, Virginia Slims	Winston, Salem, Kool, Maverick
E-CIG BRANDS	VUSE	JUUL	BLU

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RAZE
tear down tobacco lies.