



JUUL cheat sheet

- **The Juul vape pen, an e-cigarette that comes with a vaporizer and pre-filled containers of nicotine liquid, is soaring in popularity.**
- **Young people appear to be especially drawn to the device, which is discrete enough to hide and boasts candy-like flavors**
- **US FDA commissioner Scott Gottlieb has been recently citing concerns with e-cigs and has repeatedly called out the Juul by name, which contains twice the nicotine of comparable devices, and said the agency would "not tolerate the sale of any tobacco products to youth."**
- **A growing list of experts worry the Juul targets young people, whose brains are especially vulnerable to nicotine and addiction.**

It looks like a USB drive, comes in colors like Rose Gold and bright turquoise, and is available in flavors like Fruit Medley, Mango, Cool Cucumber, Creme Brûlée and cool mint, thus targeting adolescents.

The JUUL (pronounced "jewel") appears to have a loyal and growing following among young people, who brag on social media about sneaking puffs in classrooms or school bathrooms.

The device is unique among e-cigs in that it contains twice the nicotine of comparable devices. Its makers have acknowledged that factor may have played a role in the Juul's rapid success: it generated \$224 million in retail sales from November 2016 to November 2017 and snagged a third of the total e-cig market share. As of February 2018, it now accounts for **over 50%** of e-cig market.

JUUL is so new that statistics about teen usage are not currently available, however, it has been called "The health problem of the decade" and the "iPod of e-cigarettes". It is said to be the most cigarette-like e-cig on the market and delivers the **HIGHEST** concentration of **NICOTINE** of any e-cig on the market. It is **HIGHLY ADDICTIVE!**

JUUL vapor smells sweet and is hard to distinguish and it dissipates so quickly that teens can smoke in school and home and mostly avoid detection.



Articles:

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<https://www.nytimes.com/2018/04/02/health/vaping-ecigarettes-addiction-teen.html>

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