

# Juul E-Cigarettes

## What is Juul?

Juul is a brand of e-cigarette that has skyrocketed in popularity among teens across the United States. Educators report an alarming level of Juul use in middle and high schools.



- A **sleek, high tech e-cigarette** that looks like a USB flash drive and charges in a computer.
- **Available in sweet flavors** including mango, fruit medley and cool mint.
- **Small enough to fit in a closed hand.**
- A “Juul Pod” contains **as much nicotine as a pack of cigarettes.**
- Teens often refer to Juul use as **“Juuling.”**
- Juul now has **over half the e-cigarette market.**

- **Juul use risks addiction to nicotine**, but many young people don't realize they're inhaling it when they use Juul or other e-cigarettes. A recent study found 63 percent of current Juul users (ages 15-24) did not know the product always contains nicotine.
- **Nicotine can harm adolescent brain development**, affecting attention, learning and susceptibility to addiction.
- E-cigarette use **increases teens' risk of ever using regular cigarettes.**

## What are the health risks of using Juul?

Juul is putting kids at risk of nicotine addiction and threatens to undermine decades of progress in reducing youth tobacco use.

