WHY IS EVERYONE TALKING ABOUT VAPING?
YOU’VE PROBABLY HEARD ABOUT THE PROBLEM WITH E-CIGARETTES/VAPING BY NOW...

THE FACE YOU MAKE

WHEN SOMEONE TELLS YOU HOW "BAD" VAPING IS
Vaping is the act of inhaling and exhaling the aerosol (often called vapor) produced by an e-cigarette or similar battery-powered device.

Most e-cigarettes and all JUULs contain nicotine, which is the same substance found in cigarettes.

One of the most common devices is called a JUUL, which looks like a USB drive, which uses pods containing nicotine salt and flavors.
ARE E-CIGARETTES SAFER THAN CIGARETTES?
VAPING IS, AS FAR AS WE KNOW, SAFER THAN SMOKING TOBACCO

I KNEW IT
BUT SAFER DOESN’T MEAN SAFE. LOTS OF THINGS KILL LESS PEOPLE THAN CIGARETTES.
DO YOU KNOW WHAT ELSE IN E-CIGARETTE VAPOR?

IT'S JUST WATER

IT'S JUST WATER
MAYBE IT’S NOT AS BAD AS CIGARETTES, BUT SHOULD THIS BE IN YOUR LUNGS?
JUUL PODS ARE SMALL, HOW MUCH NICOTINE CAN THEY CONTAIN?
ONE JUUL POD = 20 CIGARETTES
WHAT HAPPENS AFTER YOU USE AN E-CIGARETTE

HOW DOES NICOTINE WORK IN THE BODY?

You smoke a cigarette or take a nicotine product. Nicotine is absorbed through the mucosal linings in the nose and mouth.

When you inhale, nicotine passes through the lungs and enters the bloodstream.

After it reaches the bloodstream, nicotine makes its way to your heart. Then, it’s transferred to your arteries and up to your brain.

Nicotine reaches the brain in 10-20 seconds. It stimulates the release of neurotransmitters adrenaline and dopamine.

Nicotine is extensively metabolized to a number of metabolites by the liver.

Nicotine is filtered by the kidneys and excreted in urine, with variable reabsorption depending on urinary pH.

NICOTINE PRODUCTS

- Cigarettes and e-cigarettes
- Chewing tobacco and snuff
- Pipes
- Dissolvable tobacco (lozenges)

YOU DESERVE TO KNOW THE RISKS OF USING E-CIGARETTES

- **High blood pressure**
- **Increased risk of heart attack and heart disease**
- **Decreased reproductive health**
- **Weakened immune system**
- **Gum disease and increased risk of oral cancer**
- **And...**
JUST LIKE CIGARETTES, VAPING CAN HARM YOUR LUNGS

Overall Effects on the Lung:
- Decreased exhaled nitric oxide (89, 127)
- Development of respiratory symptoms in adolescents (30, 93, 130)
- Cytotoxicity and increased lung weight (26, 61, 113)

Effects on Airway Physiology:
- Airway hyperreactivity (81)
- Increased airway resistance (49, 127)

Effects on Host-Defense:
- Downregulation of host-defense genes (91)
- Decreased antimicrobial activity (121, 137)
- Increased resistance of bacteria to host antimicrobial factors (62)

Effects on Alveolar Compartment:
- Decreased alveolar development (94)
- High levels of particle deposition (84)
- Increased levels of necrosis and cytotoxicity (26, 62, 97)

Source: American Journal of Physiology
https://www.physiology.org/doi/pdf/10.1152/ajplung.00071.2017
NICOTINE MAKES YOUR BRAIN MORE SUSCEPTIBLE TO ADDICTION
These are all the receptors in your brain that nicotine activates.

- **DOPAMINE** → Pleasure, Appetite Suppression
- **NOREPINEPHRINE** → Arousal, Appetite Suppression
- **ACETYLCHOLINE** → Arousal, Cognitive Enhancement
- **GLUTAMATE** → Learning, Memory Enhancement
- **SEROTONIN** → Mood Modulation, Appetite Suppression
- **BETA-ENDORPHIN** → Reduction of Anxiety and Tension
- **GABA** → Reduction
Nicotine affects your prefrontal cortex:
- Controls decision making, impulse control and executive function
- Incomplete development of this leads to susceptibility to addiction

Your brain isn’t done developing until around the age of 25.
HOW DOES NICOTINE REWIRE YOUR BRAIN?

A majority of the changes occur in the prefrontal cortex

• *Alters neuroplasticity*
• *Synaptic pruning*
• *Myelination of axons*
YOUR BODY UNDERGOES WITHDRAWAL FROM E-CIGARETTES, JUST LIKE CIGARETTES.

LET’S TALK ABOUT THE E-CIGARETTE INDUSTRY

• **Juul owns 2/3 of the e-cigarette industry**

• **FDA regulations on tobacco products bans companies from advertising to minors. Juul did it anyway.**

• **Juul is owned by a major tobacco company, Altria, also known as Reynolds American, Inc or Philip Morris**
  
  • **These same people were held liable in a lawsuit brought on by the U.S. Department of Justice for covering up health risks and marketing to children**

• **In 2016, they made $8,610,000,000 from e-cigarettes**
THE TOBACCO INDUSTRY IS TRYING TO GET LIFELONG CUSTOMERS AGAIN, JUST WITH A DIFFERENT PRODUCT

[GASP]

HOW DARE YOU
"I have just received data on the graduating class of 1982 and the results are much more encouraging and corroborate the Roper data [a survey that tracked track smoking trends] . . . These data show that smoking prevalence among these 18-year-old high school seniors has increased from 1981 to 1982." February 19, 1983 Philip Morris interoffice memo, "Still More on Trends in Cigarette Smoking Prevalence." Bates No. 2022849870

“Younger adult smokers are the only source of replacement smokers ... If younger adults turn away from smoking, the industry must decline.”

RJ Reynolds

“We don’t smoke that *$@!, We just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid.”

RJ Reynolds executive, 1992
Tobacco companies used to have to pay for ads to make cigarette use appealing.
NOW WE DO IT FOR THEM
WHAT YOU DO TODAY IS WHO YOU ARE TOMORROW
“VAPE GOD” TODAY
BUT WHAT ABOUT TOMORROW?
AND IF YOU’RE WORRIED ABOUT HAND ACCESSORIES, HERE’S SOME OTHER OPTIONS:

- A vintage cigarette holder prop
- A fidget spinner
- A handicorn
RESOURCES FOR YOU

truth initiative

Make smoking history.
1-800-QUIT-NOW

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