



# VAPING:



## What You Need to Know





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# Vaping Overview

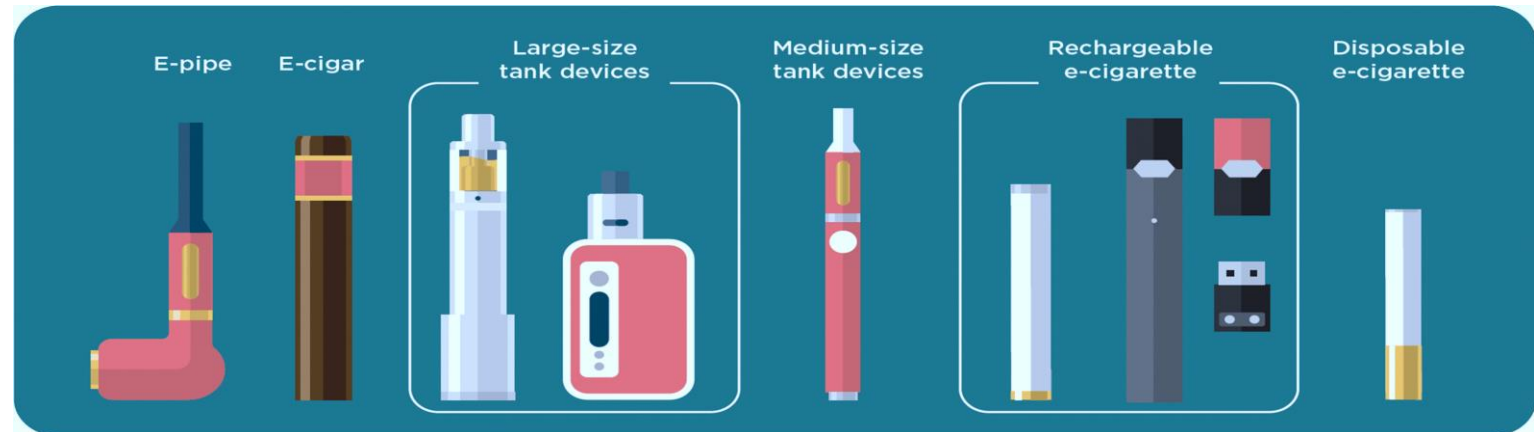


# What is Vaping?

The act of inhaling and exhaling the *aerosol* which is produced by an e-cigarette or similar device.

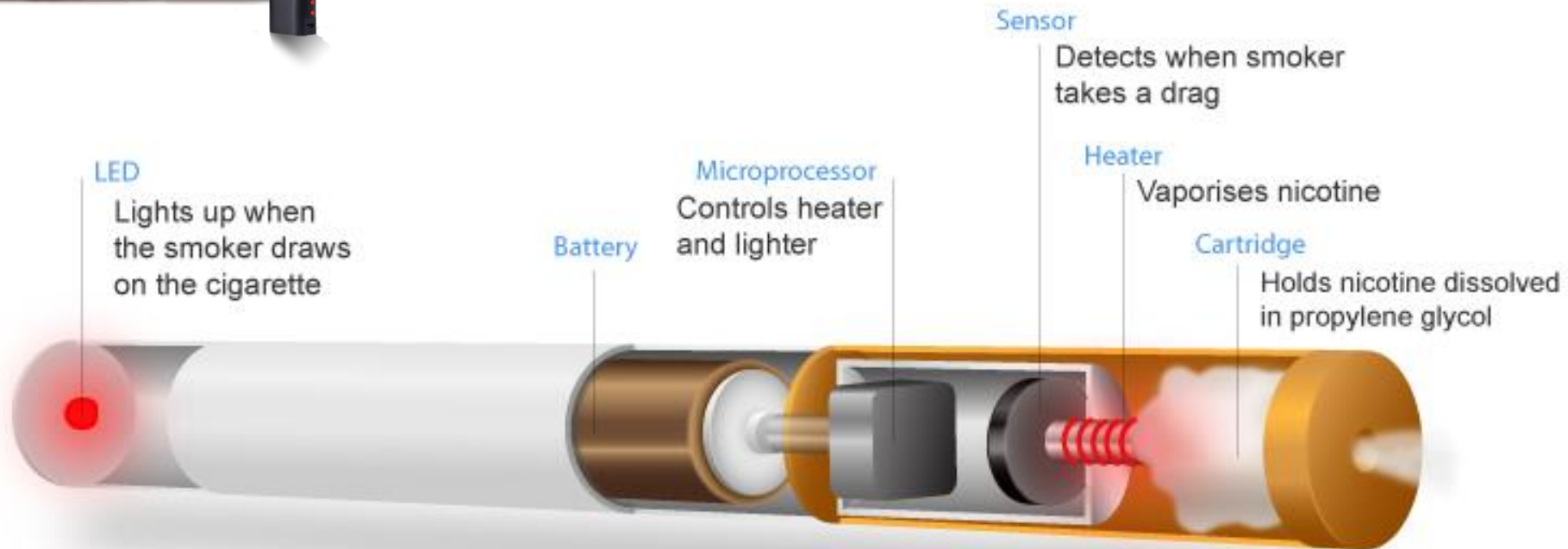
## Common names:

e-cigs, e-hookahs, mods,  
vape pens, vapes, tank  
systems





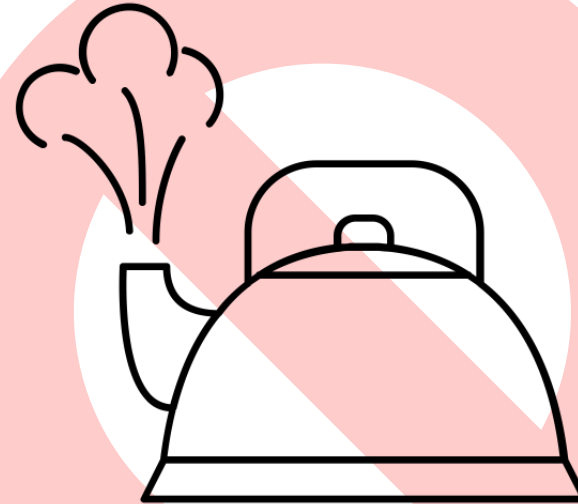
# How do E-cigarettes work?





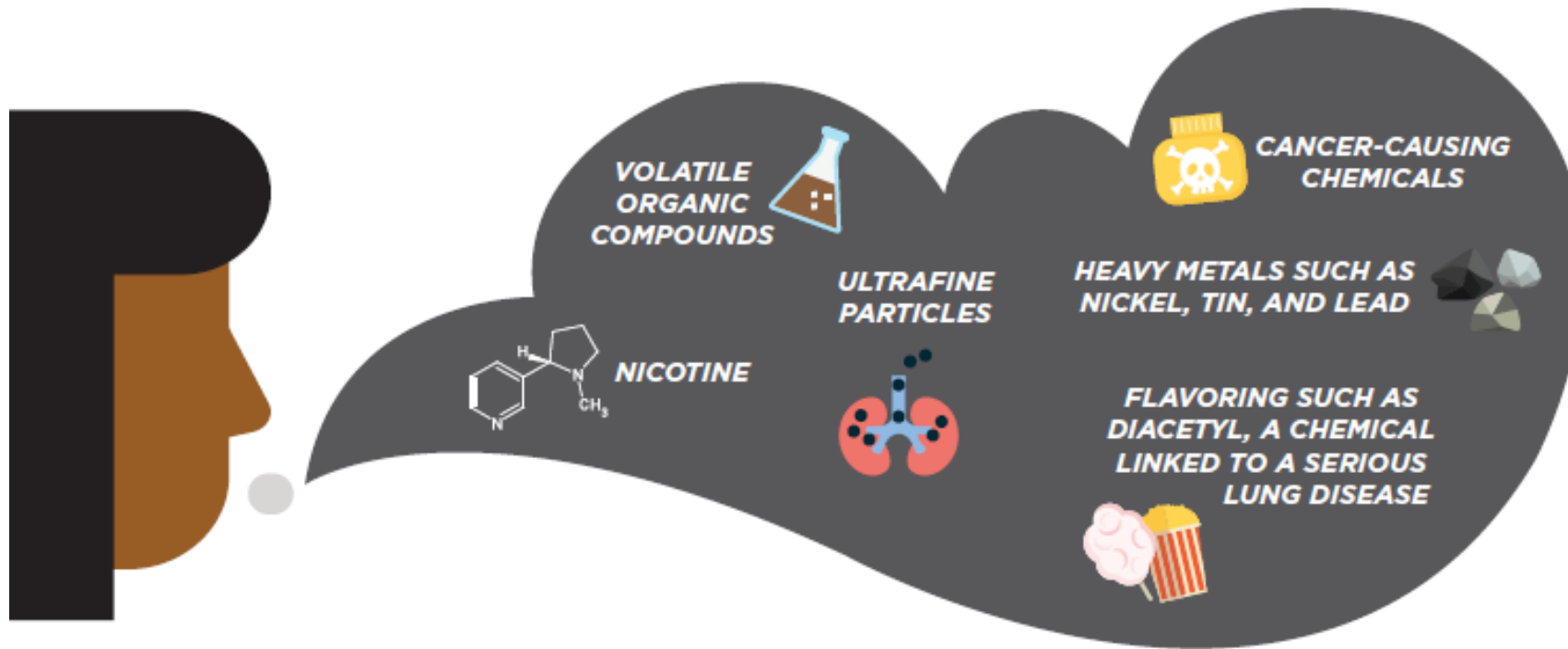


# What is vapor?





# What is in the aerosol?





# Chemicals Found in E-Cig/Vape Pen Aerosol

Acenaphthene  
Acenaphthylene

Acetaldehyde

Acetone

Acrolein

Aluminum

Anthracene

Arsenic

Barium

Benzene

Benzaldehyde

Benz(a)anthracene

Benzo(b)fluoranthene

Benzo(ghi)perylene

Benzo(a)pyrene

Boron

Cadmium

Calcium

Chlorobenzene

Chromium

Chrysene

Cobalt

Copper

Crotonaldehyde

Ethylbenzene

Flavorings (many)

Fluoranthene

Fluorine

Formaldehyde

Glycerin

Hexanal

Indeno(1,2,3-cd)pyrene

Iron

Lithium

Lead

Magnesium

Manganese

Naphthalene

NAB

NAT

NNN

NNK

Nickel

Nicotine

Nitrosamines

Propylene glycol

Polycyclic aromatic  
hydrocarbons

Potassium

Propionaldehyde

Pyrene

Retene

Rubidium

Selenium

Silver

Silicon

Sodium

Strontium

Styrene

Sulfur

Tin

Titanium

Toluene

Valeric acid

Vanadium

Xylene

Zinc

Zirconium

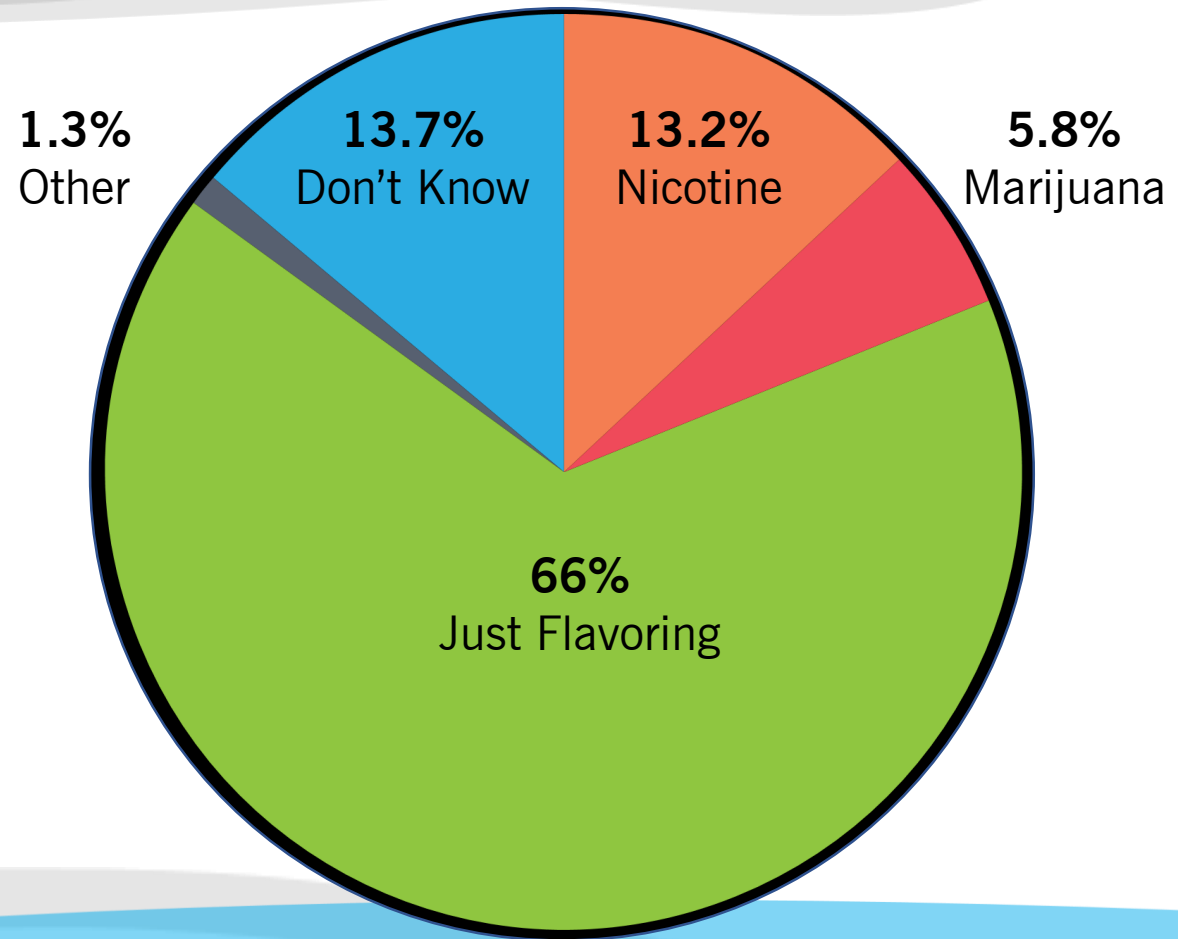
Compounds in yellow are from FDA 2012, Harmful and Potentially Harmful Substances – Established List





# What Do Teens Say is in Their Vape? <sup>3</sup>

**Manufacturers don't  
have to report vape  
ingredients, so users  
don't know what's  
actually in them**

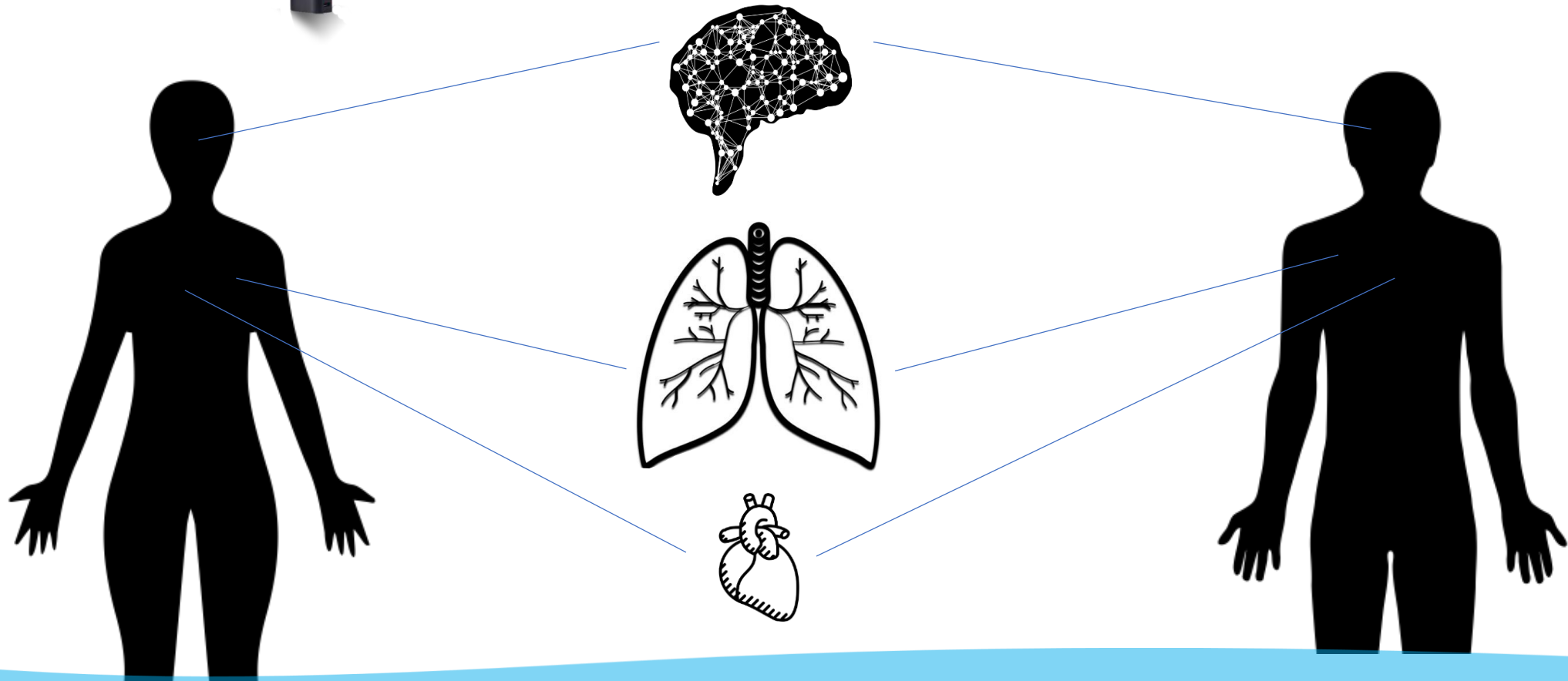




# Health Risks

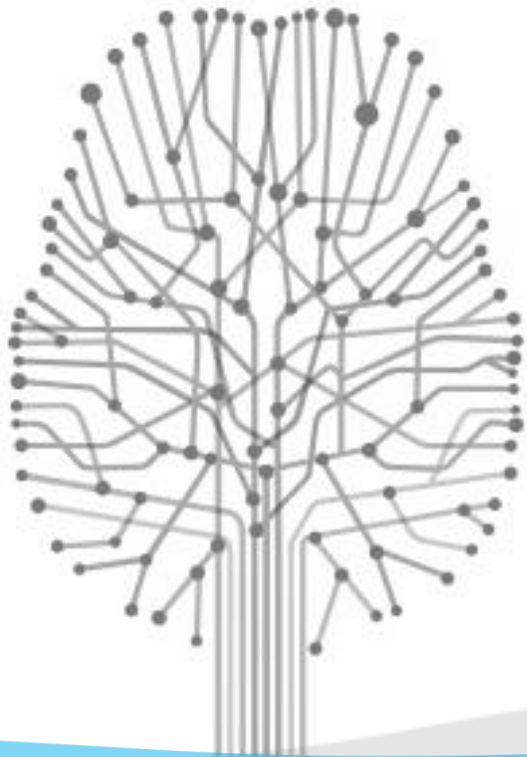


# Health Risks to E-Cigarette/ Vape Pen User





# Brain and Addiction Risks



- Addiction to nicotine
- Nicotine can harm the developing brain.
- Part of the brain responsible for decision making and impulse control is not fully developed
- Can harm parts of the brain that control attention and learning
- Using nicotine in adolescence may increase risk of addiction to other drugs



# Body Risks



- Raises **blood pressure**
- **Increased heart rate:** arrhythmia
- **Increase** likelihood of **heart attack**
- Over time can lead to **heart disease, blood clots, and stomach ulcers**
- **Ear, Eye and Throat Irritation** is common
- **Irritation** can cause **asthma attack** and lead to **chronic cough**



# Additional Risks



- **Defective batteries** have caused devices to explode—resulting in serious injuries
- **Poisonings in children** from swallowing, breathing, or absorbing liquid nicotine through skin or eyes
- **Second** and **third hand** vapor **exposure**
- The e-liquid can lead to **rampant oral decay**





# Flavoring is Linked to Permanent Lung Damage

**One flavoring, diacetyl, is linked to:**

- Bronchiolitis Obliterans: scarring of the bronchioles

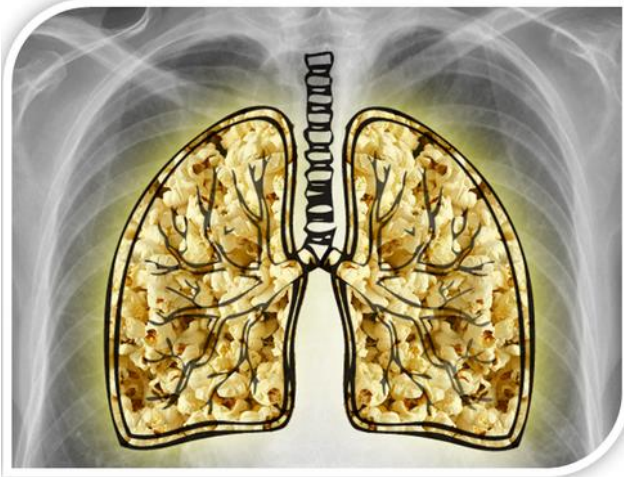
◀ **Current Employee:**

- wearing protective clothing while working with diacetyl

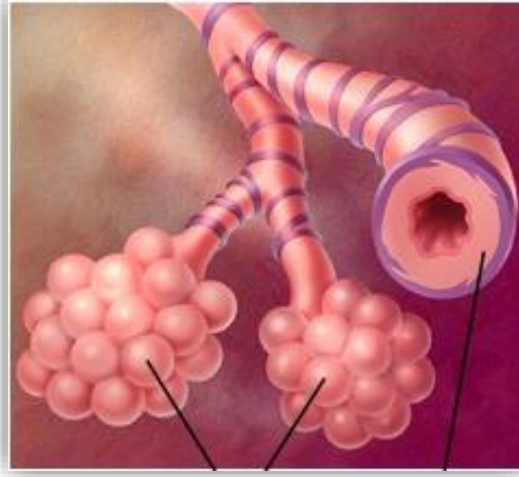




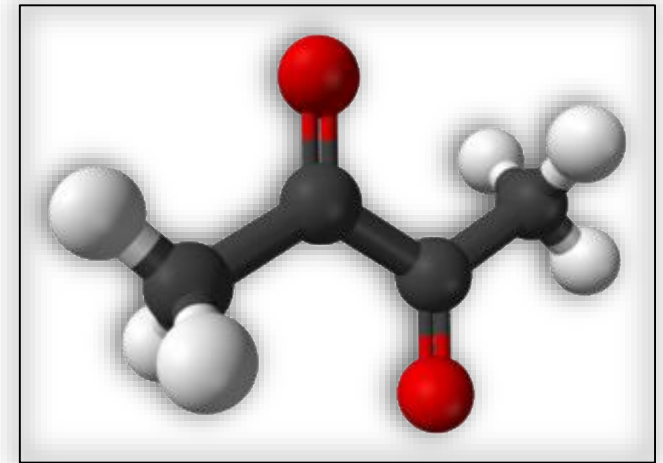
# Diseases Connected to E-Cig Use



**Popcorn Lung**



**Alveoli & Bronchioles  
Experience scarring**



**Diacetyl**



# Marketing Tactics



# Who Owns What?

TOBACCO COMPANY	Reynolds (Lorillard/RJ Reynolds)	Altria (Phillip Morris)	Imperial Tobacco
CIGARETTE BRANDS	Camel Pall Mall Newport American Spirit	Marlboro Parliament Virginia Slims	Winston Salem Kool Maverick
E-CIG BRANDS	VUSE	GREEN SMOKE MARK TEN	BLU



# E-Cigarette/Vape Companies are Copying Big Tobacco's Playbook



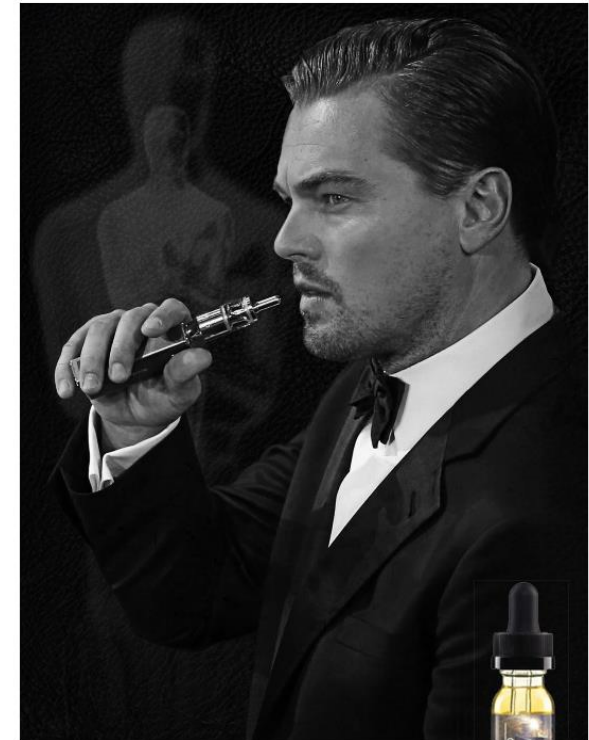




# Celebrity Spokespeople



Like cigarette ads of old, television, online and print ads for e-cigarettes/vapes feature catchy slogans and celebrity endorsers.



V A P E





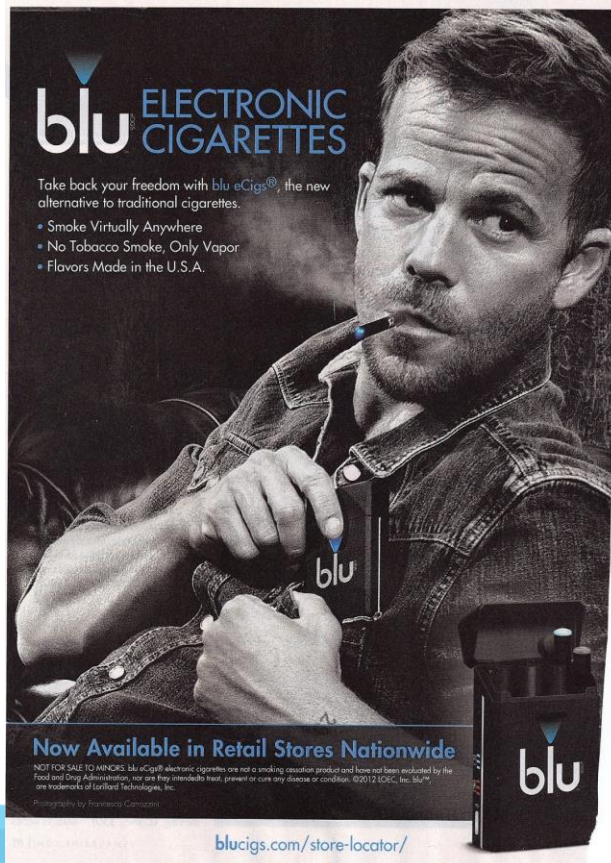


## ...and TV Personalities

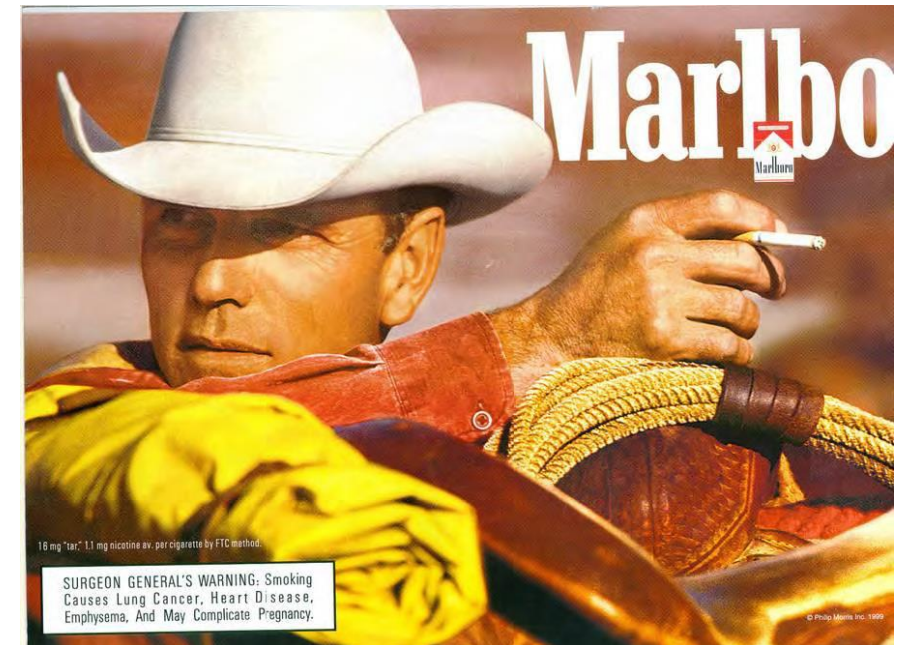




# Magazine Advertisement



Their magazine ads feature **rugged men.**







## ...and Glamorous Women



These ads feature today's equivalents of the Marlboro Man and the Virginia Slims woman, depicting e-cigarette use as masculine, sexy or rebellious.

E-cigarette ads have appeared in magazines that reach millions of teens, including *Rolling Stone*, and *Sports Illustrated*.









# Their Products Come in Sweet Flavors



A 2009 federal law banned **fruit & candy flavored cigarettes**, but many e-cigarette and vape companies have similar flavors.





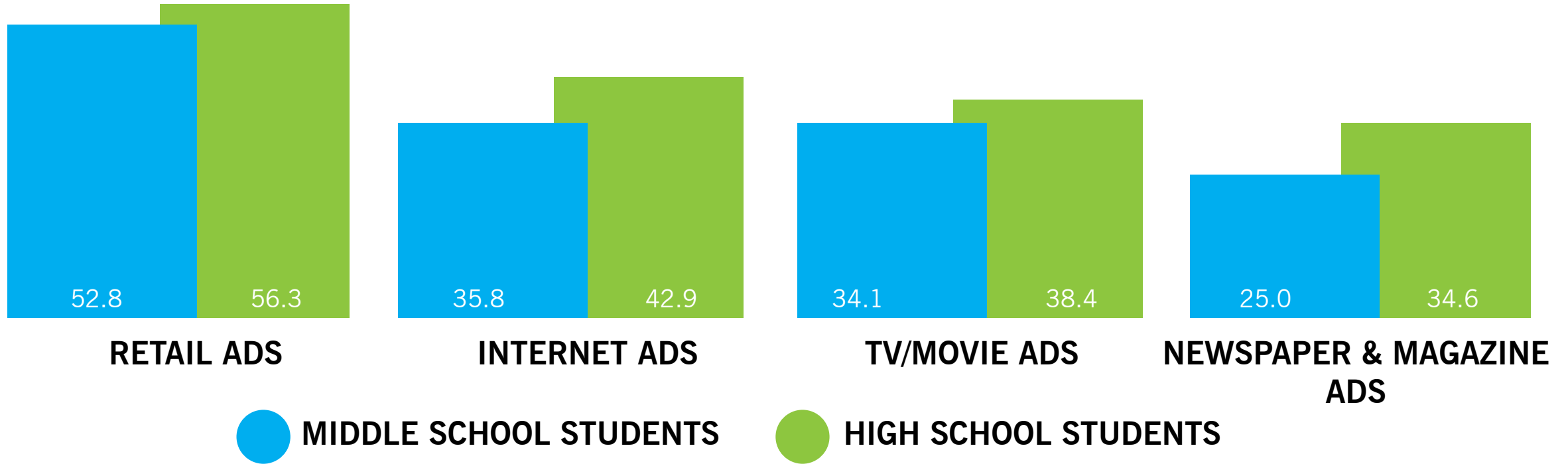
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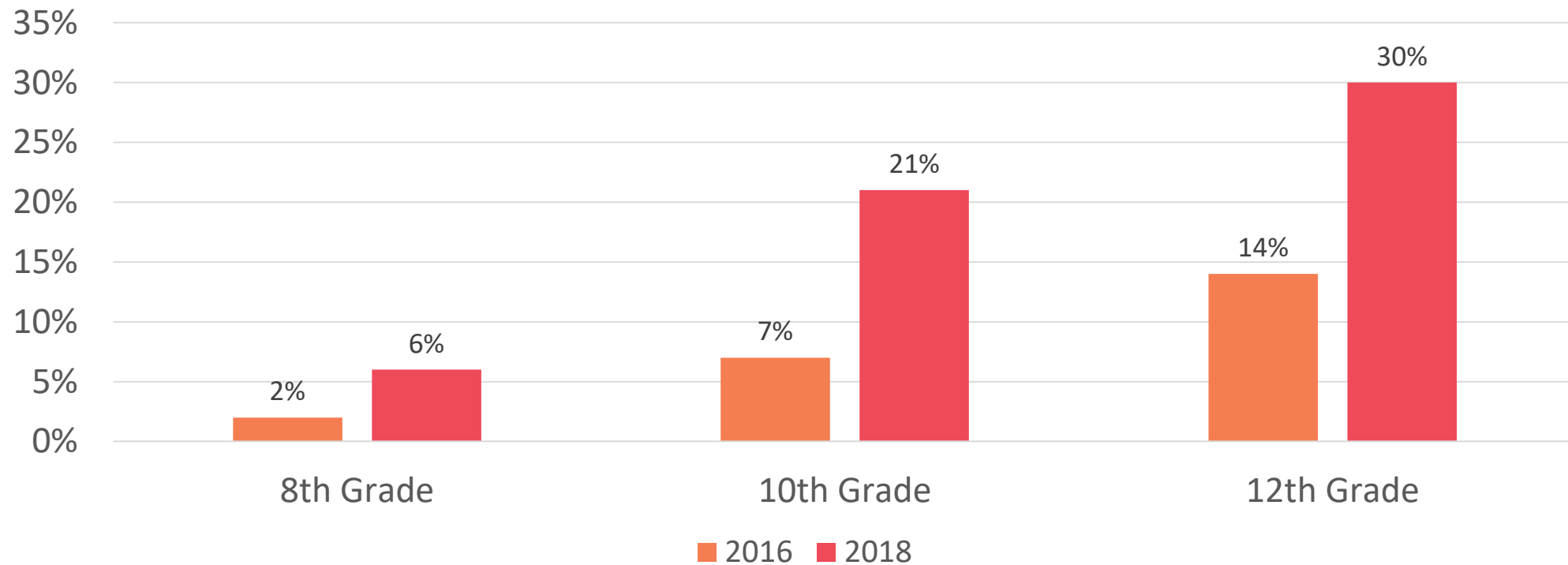


# High Teen Exposure to Vape Advertising





## Percent of *Students on DuPage County* who reported using an e-cigarette in the past month

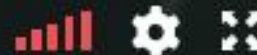




**MORAL OF THIS STORY:**

**Don't Get Played While  
Big Tobacco Gets Paid!**

00:30





**What can you do?**





# Stay Smoke and Vape-Free



- Know the harmful side effects.
- **Most** teens, adults, and athletes **DON'T** vape!
- Take addiction seriously.
- Do the math: vaping is **expensive!**
- **Get involved:** Make your team, school, and home tobacco and vape-free.
- **Join community efforts** to prevent tobacco and vape use.

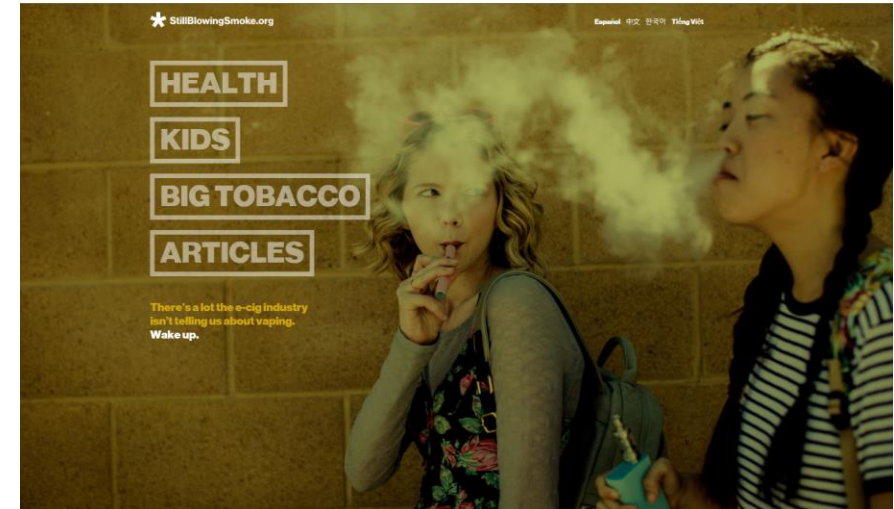


# Stay Current on Resources



Truth Campaign

<https://www.thetruth.com/the-facts>



Still Blowing Smoke

<http://stillblowingsmoke.org/>





# Want to Quit Vaping?

Text **DITCHJUUL** to **887-09** for help quitting

- Its completely **free** and available **24/7**
- Helps with **cravings, stress, and slips**
- Provides **regularly-scheduled messages** and **reminders** designed to help you quit

