



VAPING:



What You Need to Know





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Vaping Overview

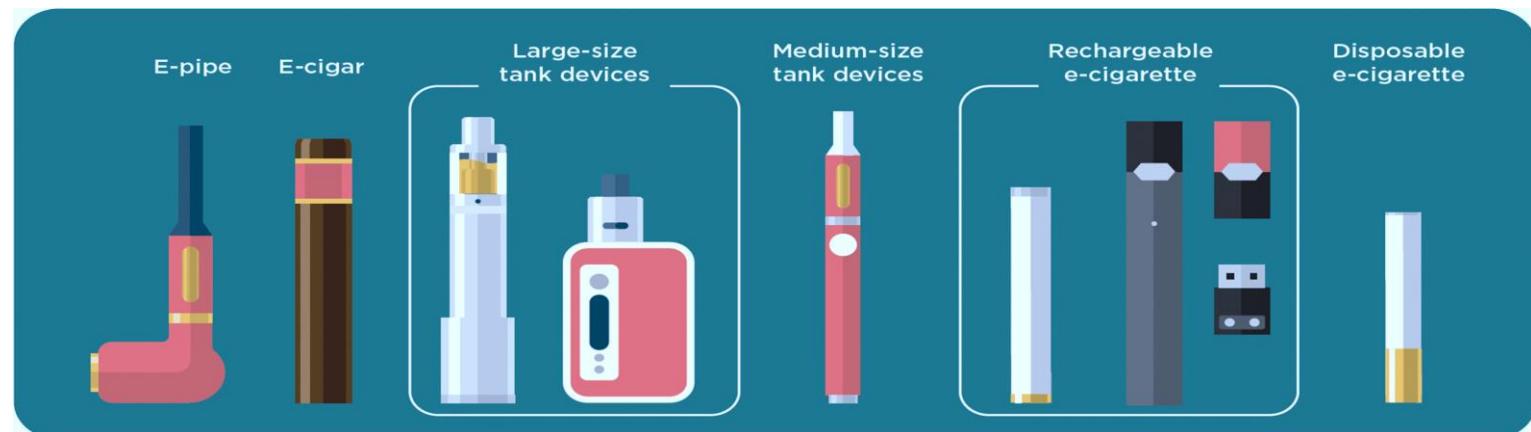


What is Vaping?

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

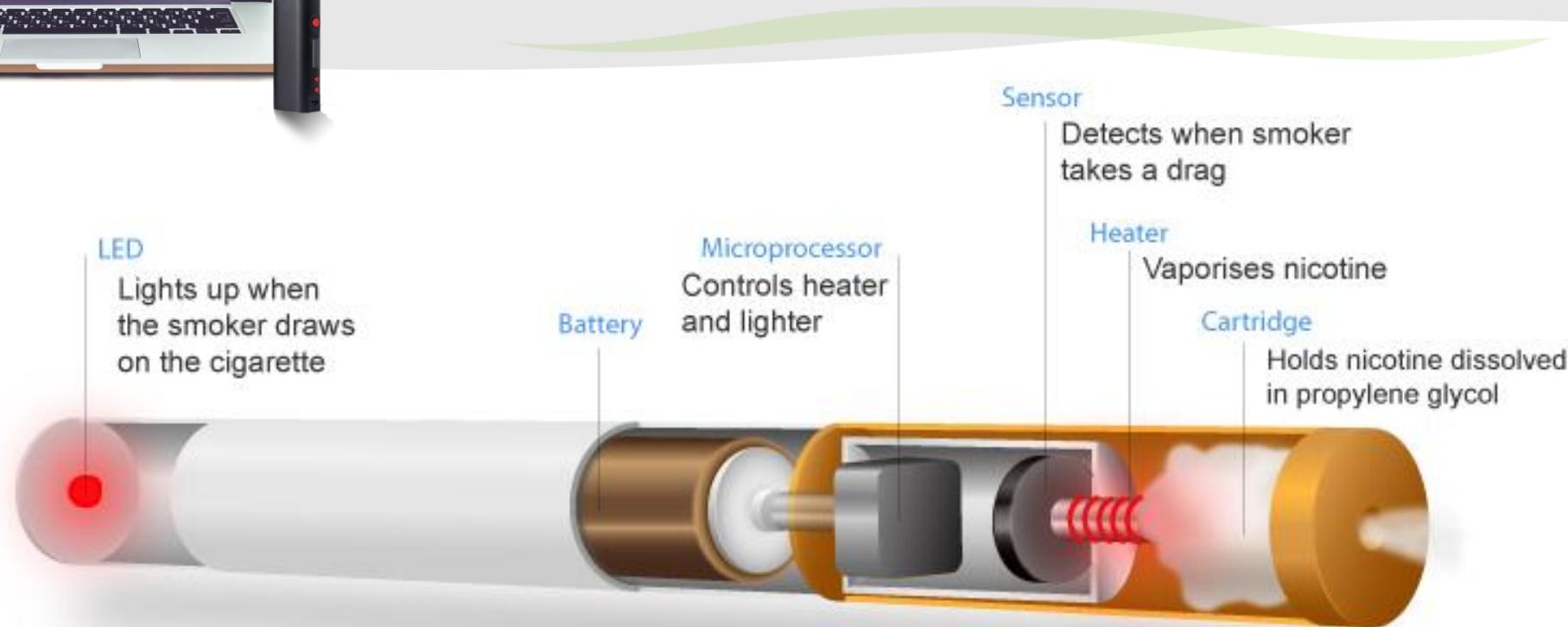
Common names:

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





How do E-cigarettes work?



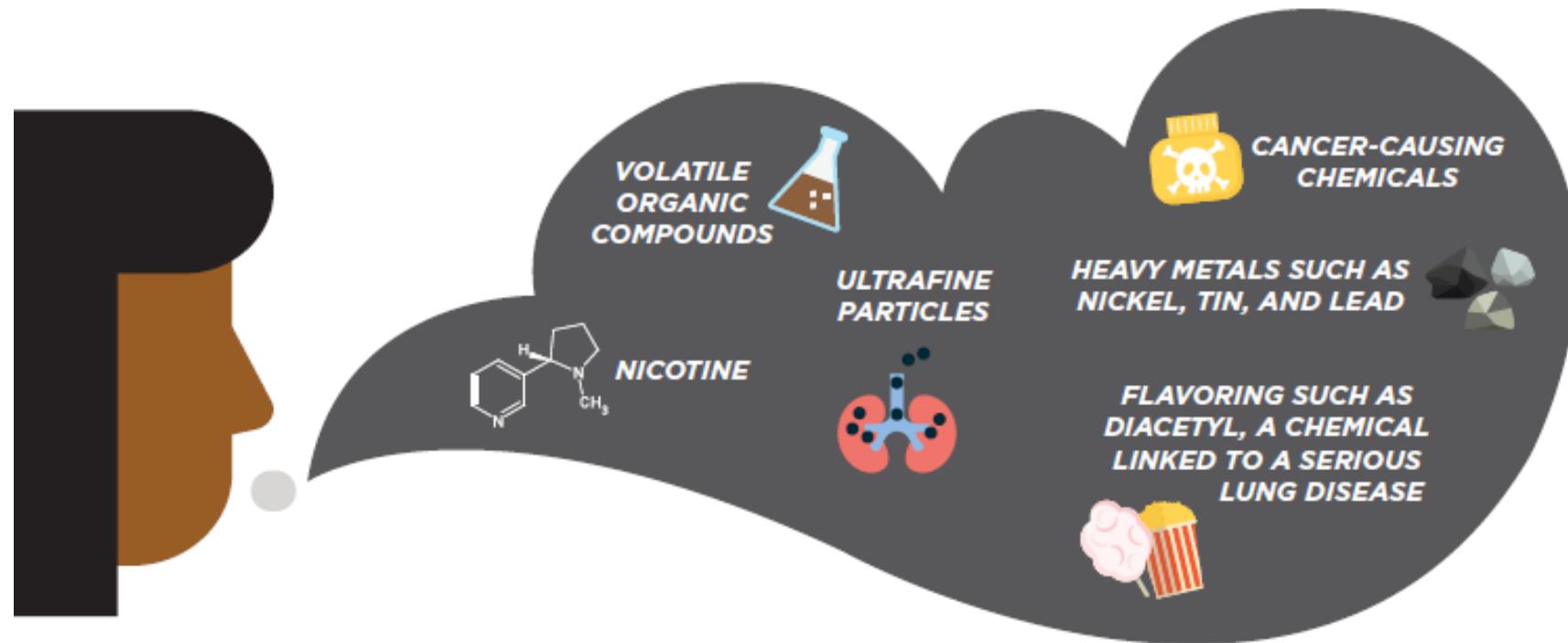


What is vapor?





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

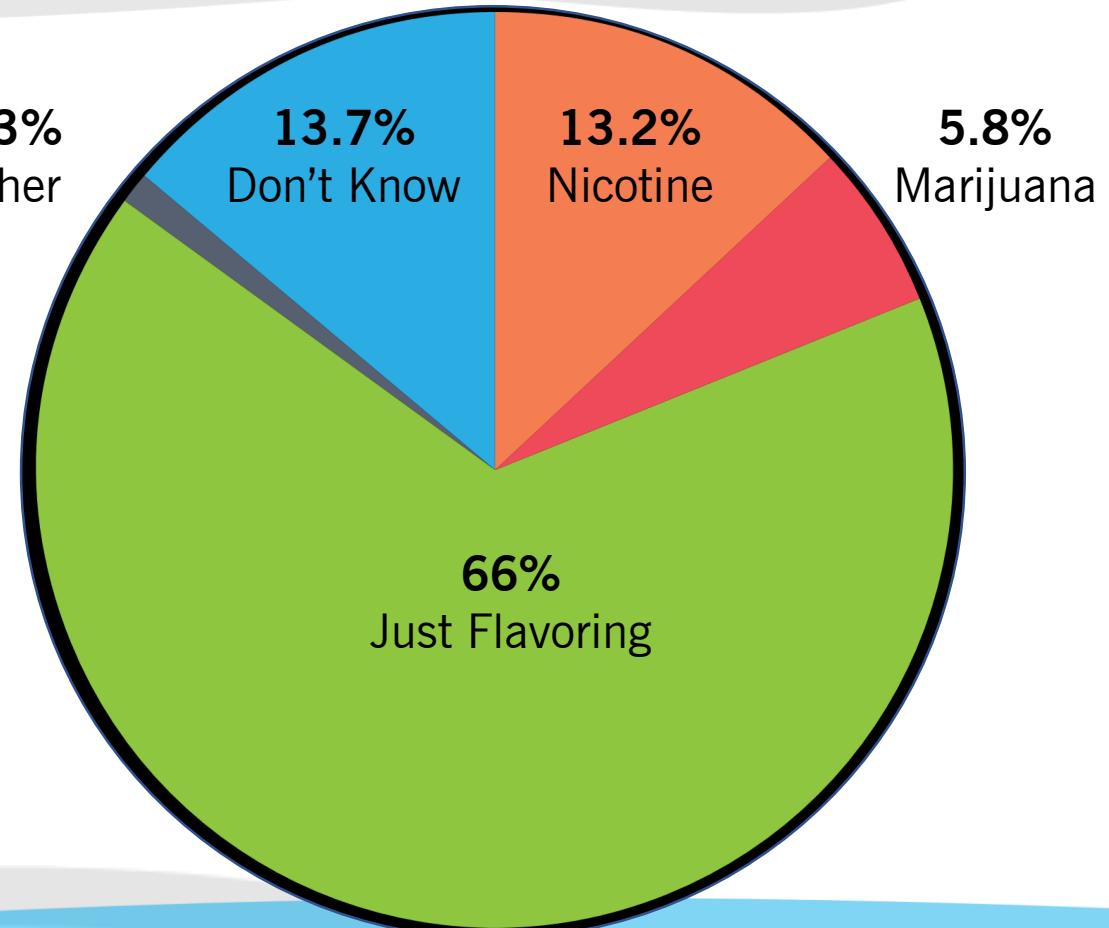
Silicon
Sodium
Strontium
Styrene
Sulfur
Tin
Titanium
Toluene
Valeric acid
Vanadium
Xylene
Zinc
Zirconium

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



What Do Teens Say is in Their Vape? ³

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

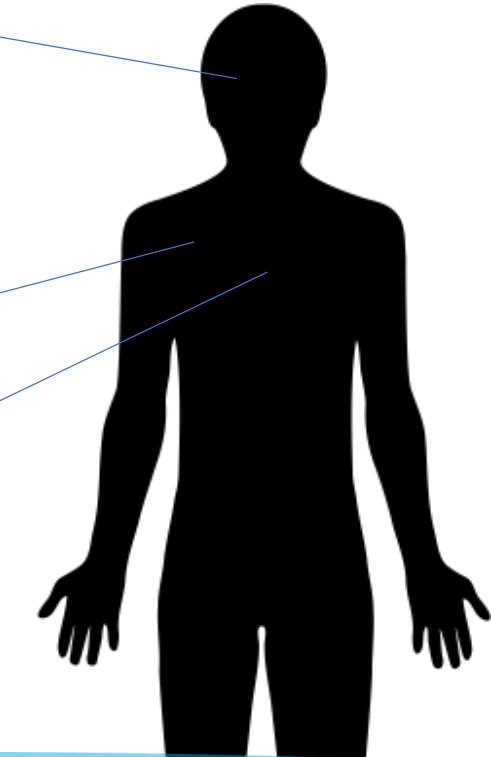
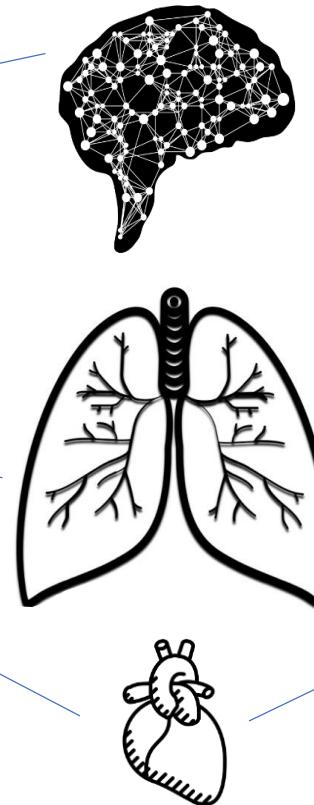
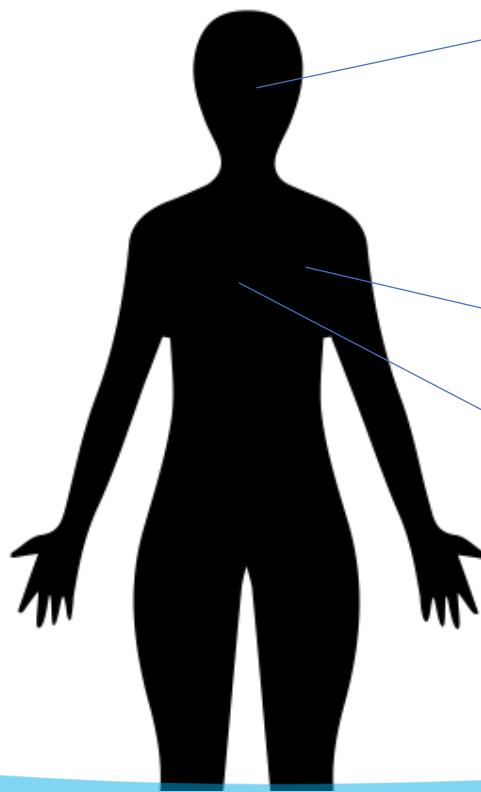


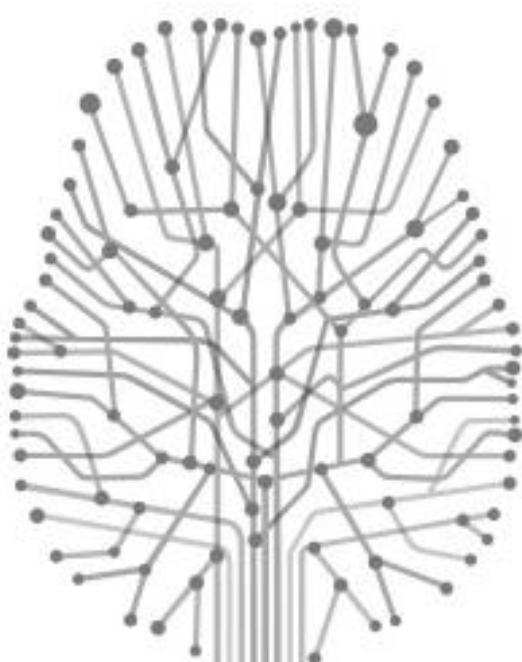


Health Risks



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:

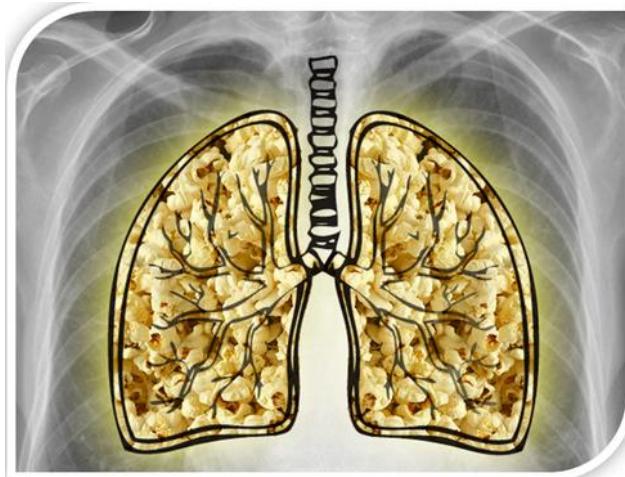
- Bronchiolitis Obliterans: scarring of the bronchioles

◀ **Current Employee:**

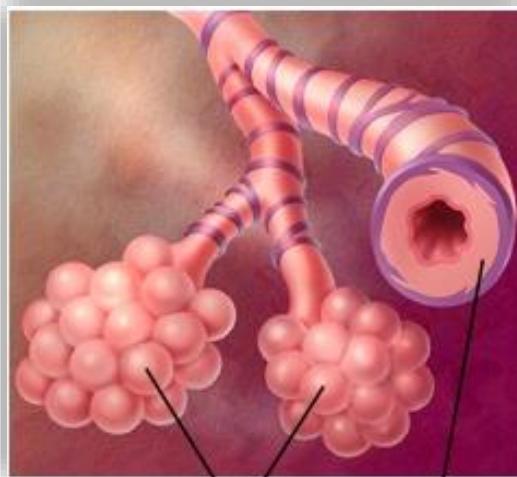
- wearing protective clothing while working with diacetyl



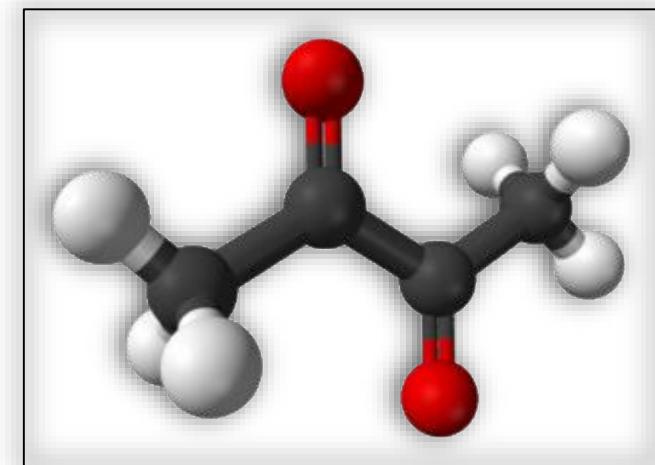
Diseases Connected to E-Cig Use



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

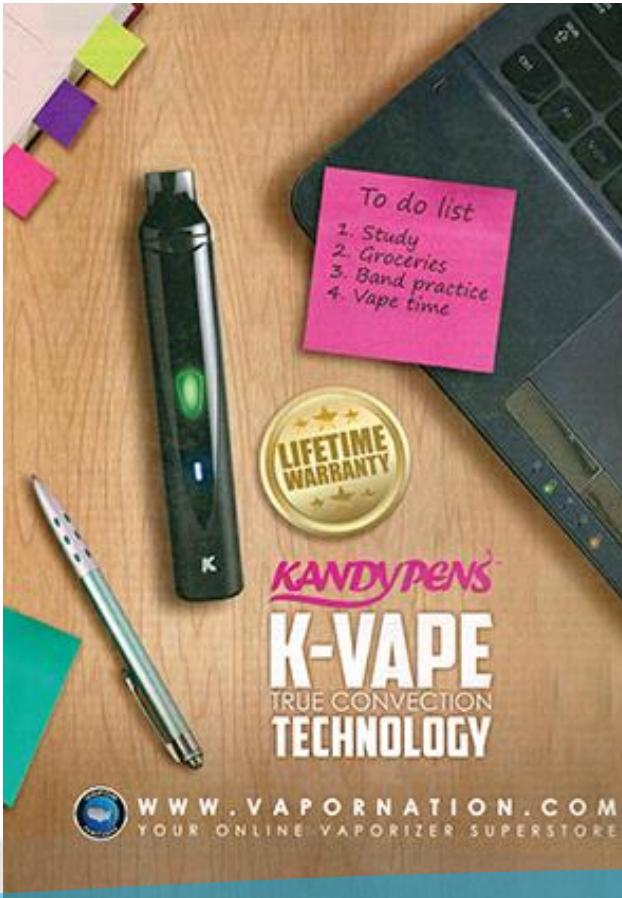
BLU

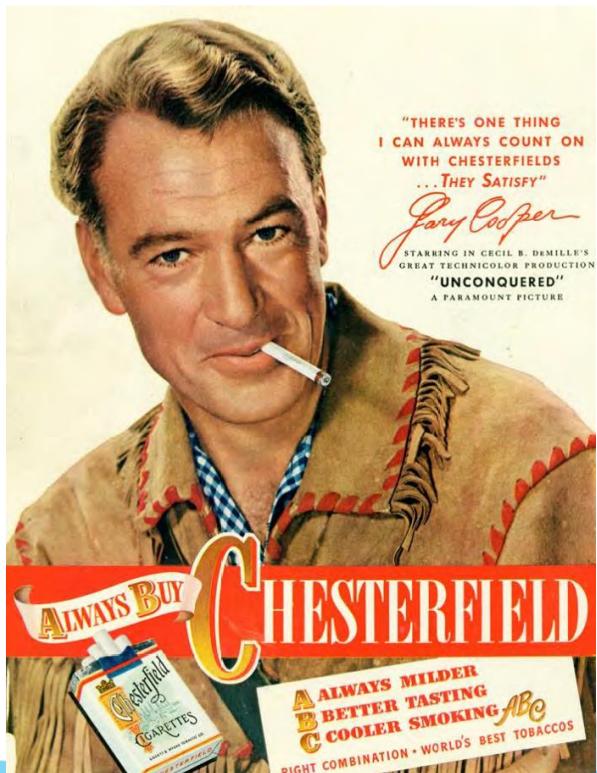
Sources: "Press Release." Altria. N.p., 3 Feb. 2014. Web. Apr. 2016.

"Innovative Digital Tobacco Product Technology." RJR Vapor Homepage. N.p., n.d. Web. Apr. 2016.



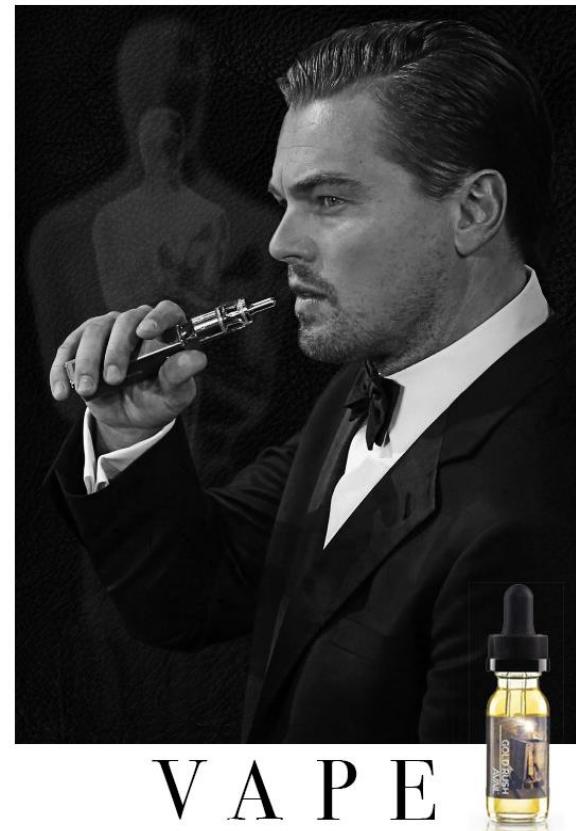
E-Cigarette/Vape Companies are Copying Big Tobacco's Playbook





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

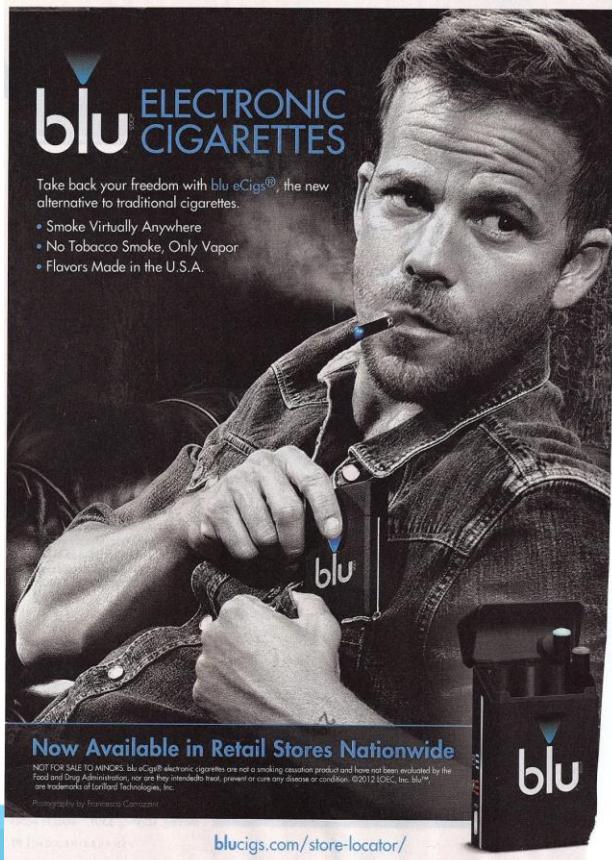


blu eCigs 2013 TV Commercial: "Freedom" featuring Jenny McCarthy for blu Electronic Cigarettes

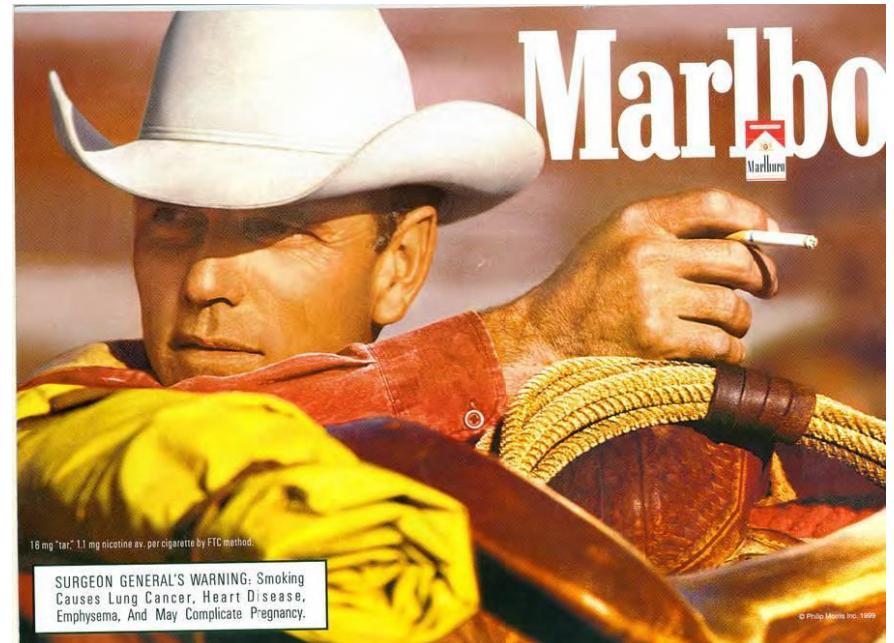




Magazine Advertisement



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*.





...and Music Festivals

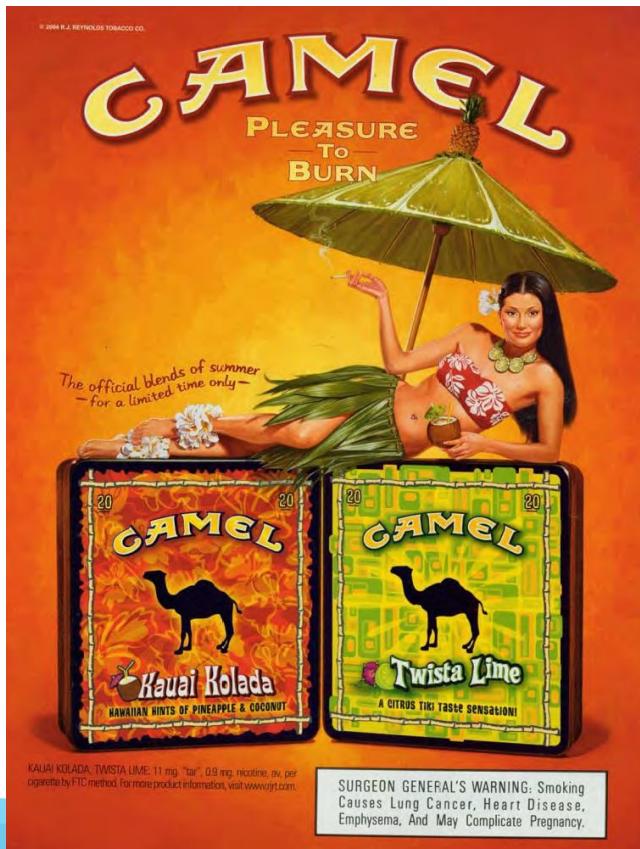


- For decades, tobacco companies used sponsorships of sports and entertainment events, especially auto racing and music festivals, to promote cigarettes to huge audiences, including kids.
- Cigarette sponsorships are now banned, but e-cigarette/vape brands have auto racing sponsorships of their own.





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.



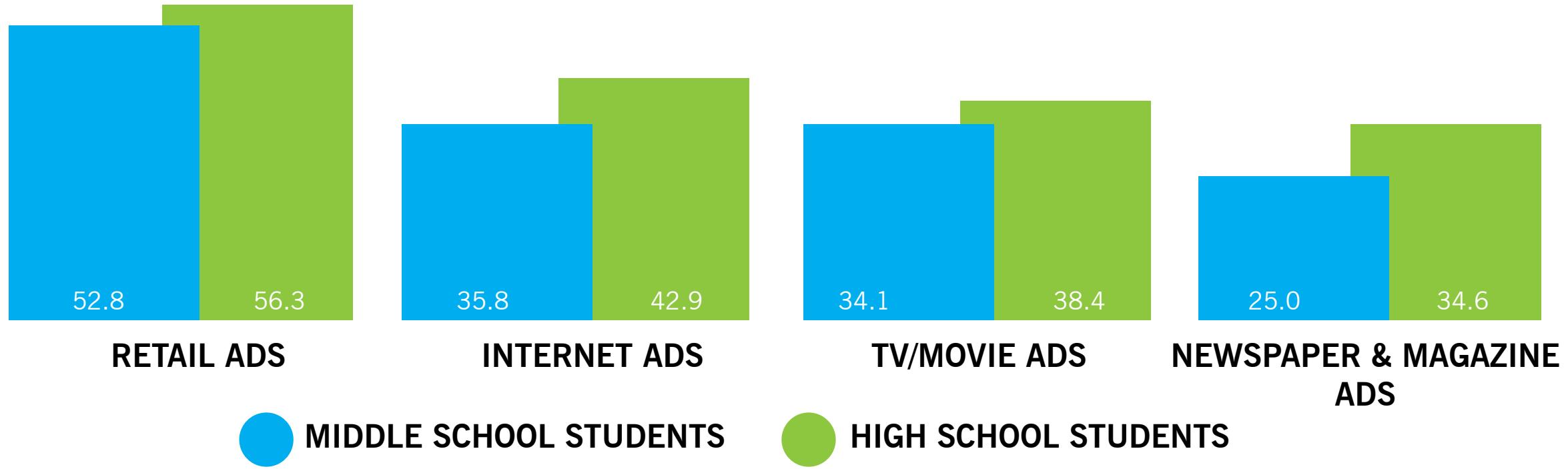


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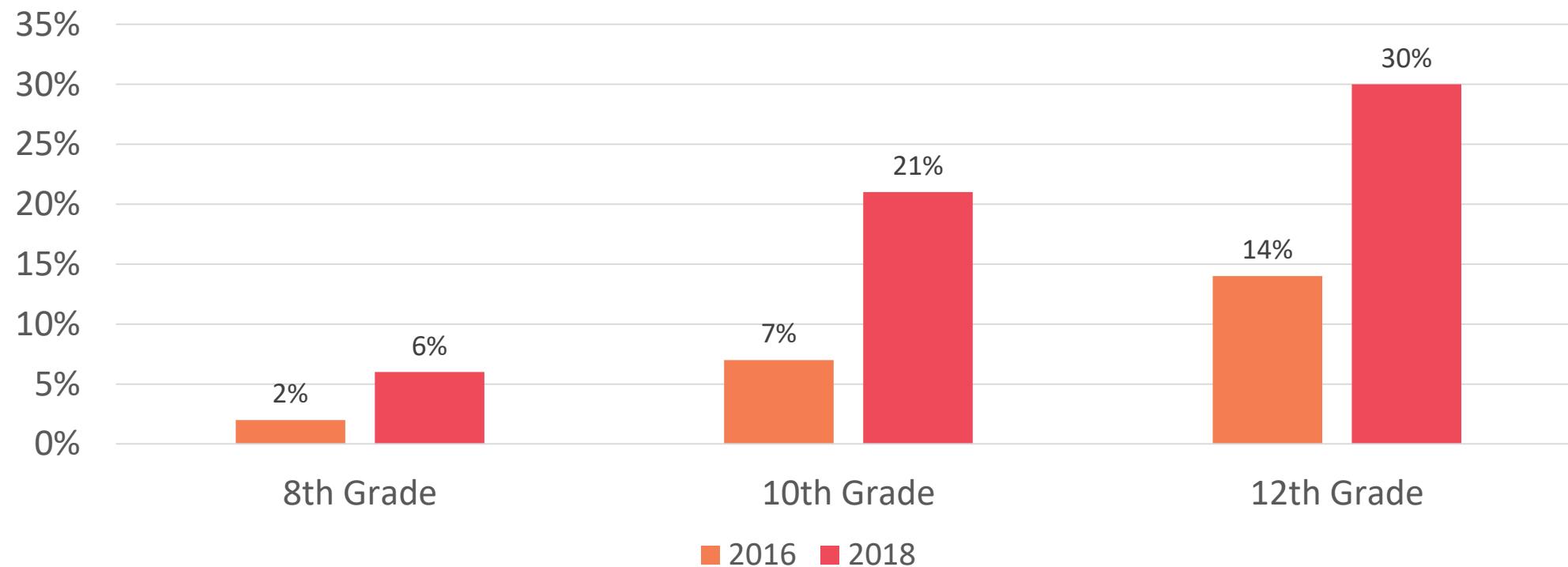


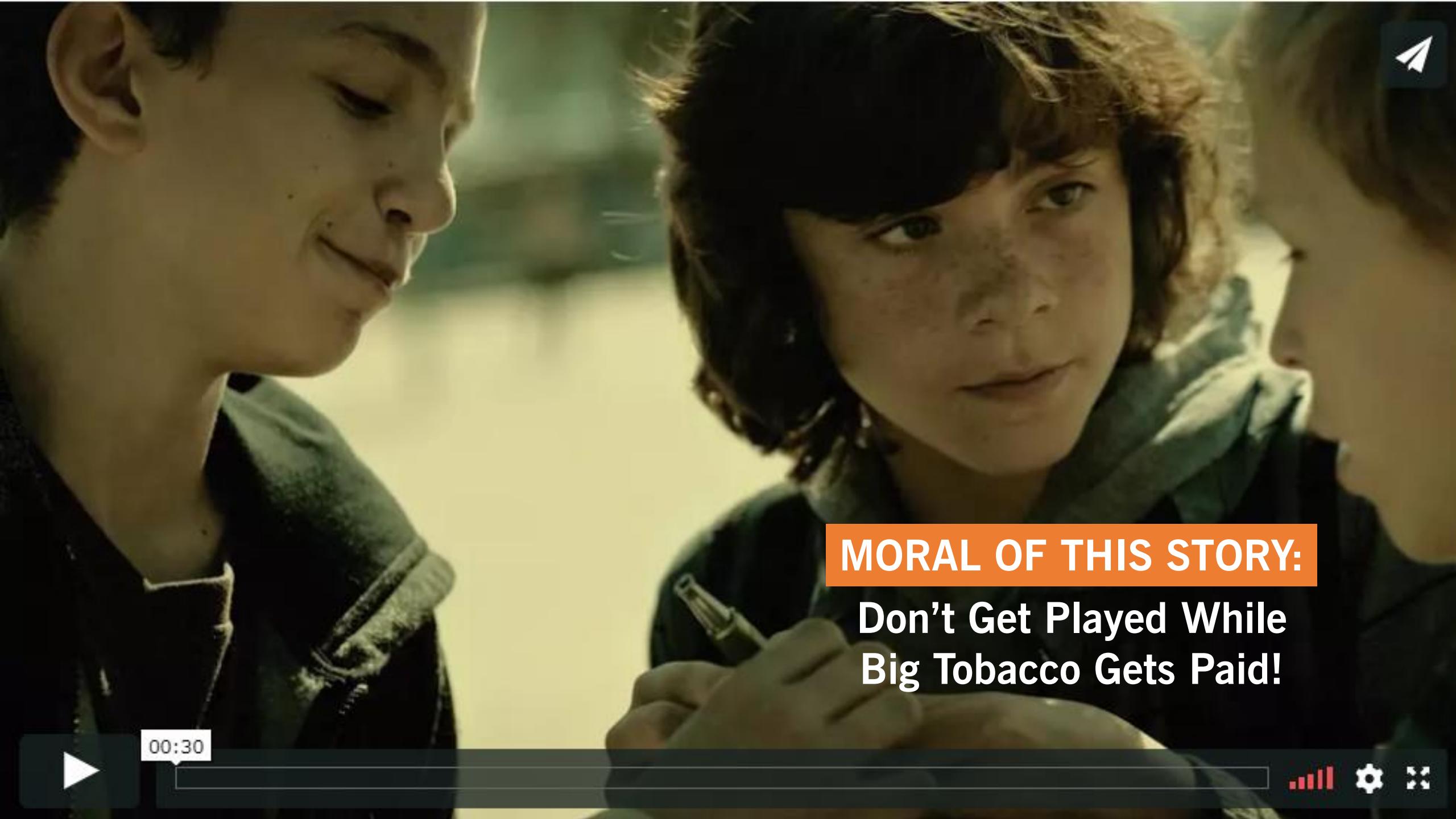
High Teen Exposure to Vape Advertising





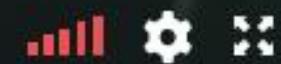
Percent of Students on DuPage County who reported using an e-cigarette in the past month





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.



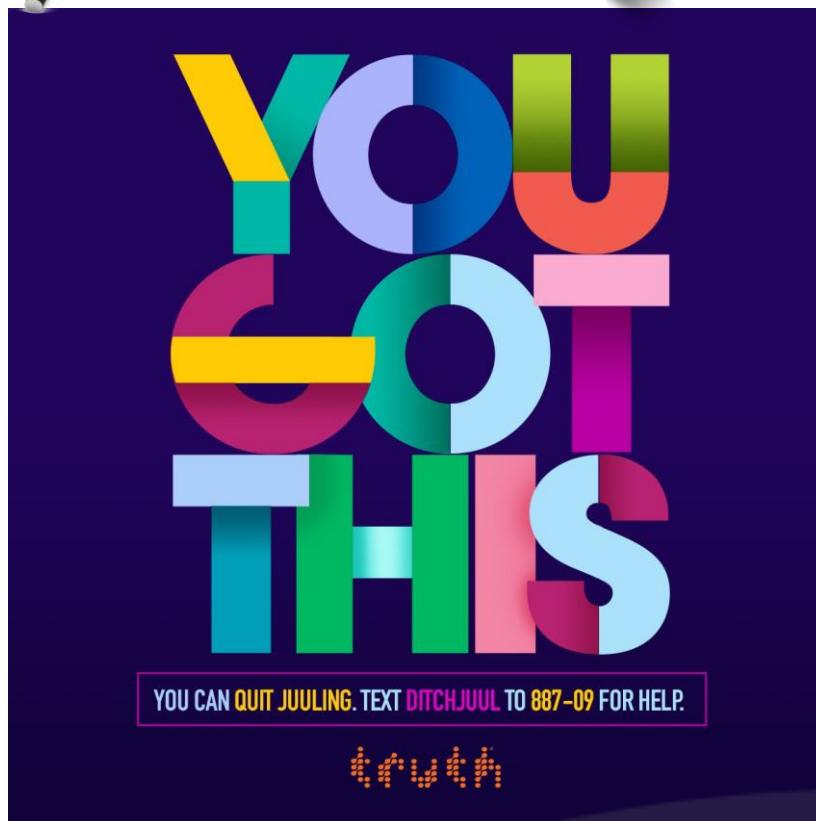
Stay Current on Resources

A screenshot of the Truth Campaign website. The main headline reads: 'BECAUSE OF THE TOBACCO INDUSTRY'S PRODUCTS, ABOUT 353 PEOPLE IN THE U.S. DIE OF LUNG CANCER EVERY DAY.' Below this, a section titled 'WHAT DO YOU THINK?' features four reaction icons: a neutral face, a smiling cat, a sad face, and a shocked face.

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

A screenshot of the Still Blowing Smoke website. The page features a large image of two young people, a girl and a boy, blowing large clouds of vapor. To the left of the image are four categories: 'HEALTH', 'KIDS', 'BIG TOBACCO', and 'ARTICLES'. A sub-headline below the image reads: 'There's a lot the e-cig industry isn't telling us about vaping. Wake up.'

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**