What Parents Should Know about JUUL

JUUL is a popular brand of e-cigarette that is shaped like a USB flash drive.
In 2017, 1 out of every 3 Maine high school students (33%) reported ever using an electronic vapor product like JUUL. 1 JUUL pod has the same amount of nicotine as a full pack of cigarettes.

JUUL are NOT safe for youth.



- Early exposure to nicotine changes brain anatomy. These permanent changes can increase chances of: depression, anxiety, impulsive behavior, and loss of concentration.
- Youth who start using e-cigarettes are more likely to use other tobacco products.
- Nicotine exposure in immature brains may make it easier for teens to later become addicted to other drugs like cocaine and methamphetamine (speed).
- Some of the JUUL pod ingredients, like propylene glycol, benzaldehyde, and nicotine are known to cause cancer and birth defects.

JUUL do NOT taste, smell or look like a cigarette.



- Youth are drawn to fun and healthier-sounding flavors like mango (the most popular flavor), cool mint, fruit medley, and crème brule.
- Kids love JUUL skins which are decorative wraps for the device allowing them to disguise and customize with colorful cartoons, flowers, googly-eyed faces, etc.

JUUL are easy for minors to buy.



- JUUL starter kits (device, charger, and 4 JUUL pods) are priced low enough to be affordable for youth.
- Maine law prohibits all online purchasing of e-cigarettes by under-age buyers.
- Youth find ways to illegally purchase JUUL at online stores such as Ebay and CraigsList and with Venmo or PayPal.

JUUL are easy for teens to hide.



- JUUL release a small cloud of smoke which can be odorless or fruity-smelling and leaves no lasting smell on clothing or in rooms.
- Stealth vaping tricks advertised on social media teach teens how to exhale into their sweatshirt and how to hide vaping when in bathrooms, classrooms, or movie theaters.
- JUUL easily fit into pockets, wallets and other popular hiding spots advertised on social media such as: a USB flash drive, in a sock, inside stick deodorant, inside a Sharpie Marker, in the shoulder strap of a backpack, or attached to a bra strap.

The time is now to talk to youth. For more information https://e-cigarettes.surgeongeneral.gov

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