

Fact:



- A single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes
- Young brains continue to develop until about age 25 and **nicotine** can harm a growing brain – it is known to damage brain circuits that control attention, learning, and susceptibility to addiction
- E-cigarette use among middle and high school students has now **surpassed use of regular cigarettes** and continues to rise

JUULing is dangerous.

The newest **e-cigarettes** are shaped like flash drives and are being used at alarming rates by teens. JUUL and MarkTen Elite are two popular brands. These devices are **very discrete** and come in an array of **tasty flavors** targeted at kids.

Mom, everybody is JUULing. It's no big deal... way safer than smoking, and it's fun.

Well... some people use vape short term to help them quit smoking, but the *truth* is, vape is full of cancer causing chemicals, heavy metals, tin, lead, and **high levels of nicotine**. Not only is nicotine very addictive, but it can stunt your brain growth.

Some don't contain nicotine. It's just harmless flavor and water vapor...

A few maybe. But most kids want the nicotine buzz and all JUUL pods contain **lots of nicotine**. And it's **not fully regulated** yet, so you may not know what you're getting. If you keep using it, it **will damage your brain**. You'll never know how smart you could've been.

Whoa – I didn't know that. I think I might stay away from that stuff. So not worth it.

SOUTH DAKOTA



QuitLine

1.866.SD-QUITS

SDQuitLine.com

Parents and teens need to talk about e-cigarette use and know the facts. The use of any tobacco product is unsafe for young people. For more information: E-cigarettes.SurgeonGeneral.gov

A PUBLIC HEALTH MESSAGE FROM
SOUTH DAKOTA DEPARTMENT OF HEALTH

