The Facts About

Juul E-Cigarettes

What is Juul?
Juul is a brand of e-cigarette that has skyrocketed in popularity among teens across the United States. Educators report an alarming level of Juul use in middle and high schools.

- A sleek, high tech e-cigarette that looks like USB flash drive and charges in a computer.
- Available in sweet flavors including mango, fruit and mint.
- Small enough to fit in a closed hand.
- A “Juul Pod” contains as much nicotine as a pack of cigarettes.
- Teens often refer to Juul use as “Juuling.”
- Juul now has over 70% of the e-cigarette market.

- Juul use exposes kids to nicotine, which is highly addictive. More than 60% of young people who use Juul don’t realize the product always contain nicotine.

- Nicotine can harm adolescent brain development, affecting attention, learning and susceptibility to addiction.

- E-cigarette use increases teens' likelihood of ever using regular cigarettes.

What are the health risks of using Juul?
Juul is putting kids at risk of nicotine addiction and threatens to reverse decades of progress in reducing youth tobacco use.

Visit tobacofreekids.org/juul or truthinitiative.org to learn more.