

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.

