



DECODING WHAT'S BEHIND THE VAPOR

WHAT IS AN E-CIGARETTE?

An e-cigarette is a battery-powered device that heats an e-liquid into an aerosol or "vapor". The e-liquid contains a mixture of chemicals, artificial flavorings, and usually nicotine stored in a cartridge or pod. Some cartridges are refillable while others are replaced when empty. These devices take many shapes and colors. Some are made to look like cigarettes and cigars, or even a USB flash drive.



WHAT IS VAPING?

Vaping describes using a device to inhale the aerosolized e-liquid. The heated chemicals in the aerosol create a dense fog-like cloud that looks similar to tobacco smoke. When heated, the properties of the e-liquid chemicals change. The aerosol particles can damage to the lining of the lungs when inhaled. Nicotine inhaled through an e-cigarette is just as addictive as traditional cigarettes.

Different Names for the Same Product

E-cigarettes are also known as e-hookahs, hookah pens, vape pens, vape pipes, or by brand names such as JUUL®.



NICOTINE & THE ADOLESCENT BRAIN

The adolescent brain is still developing until about age 25. Nicotine can hijack this process creating a strong dependence on nicotine. Decision-making, impulse control and planning ahead are among the last features of the brain to mature. Youth who start using nicotine can become hooked very easily.



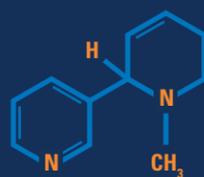
Limbic System aka Reward System – part of the brain affected by nicotine

Regulates stimuli and emotional responses, including attention span

Stimulates dopamine production, producing a feeling of pleasure

Creates an addiction when the brain remembers those pleasurable feelings and seeks them out

VAPING DANGERS TO CHILDREN AND ADOLESCENTS



Nicotine is addictive



Unregulated nicotine levels and mixture of other chemicals



Packaging



Advertising



Targeted marketing



Flavoring



Alters brain development



Increases likelihood of smoking

SMOKING CESSATION QUITLINE

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