



JUUL *Thank Us Later*



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Sleek, discrete, and spiked with enticing flavors such as mango, cool mint and crème brûlée – JUULS seem to be the hipper, 2.0 version of smoking – without the risk.

But as the vape cloud clears, the reality isn't quite that rosy.

Yes, e-cigarettes, including JUULS, are safer than lighting up a cigarette, but that doesn't mean there's no cause for concern.

For example, if you've heard that e-cigs help smokers quit, one recent study showed that only happened for 10% of

individuals who tried (i.e. 90% didn't quit). Furthermore, the study found that smokers who didn't vape were more than twice as likely to quit, compared to those who did.

Keep that in mind next time you hear someone (including yourself) hit a JUUL and say "I'm using this to quit smoking."

More often than not, it's the other way around. Users start with e-cigs and then get hooked. Many then move on to cigarettes, which is still the leading cause of preventable death.

Ask anyone who uses JUULS and they will tell you: 1) the devices are very effective at delivering nicotine, and 2) nicotine is addictive.

If you are among the 76% of UA students that did not use JUULS, e-cigs or vape in the past 30 days, don't start.¹ Stopping may be harder than you think.

JUUL thank us later.



Thinking of quitting?

¹ 2018 Health & Wellness Survey, n=5,438