

**How do tobacco
companies hook youth?**

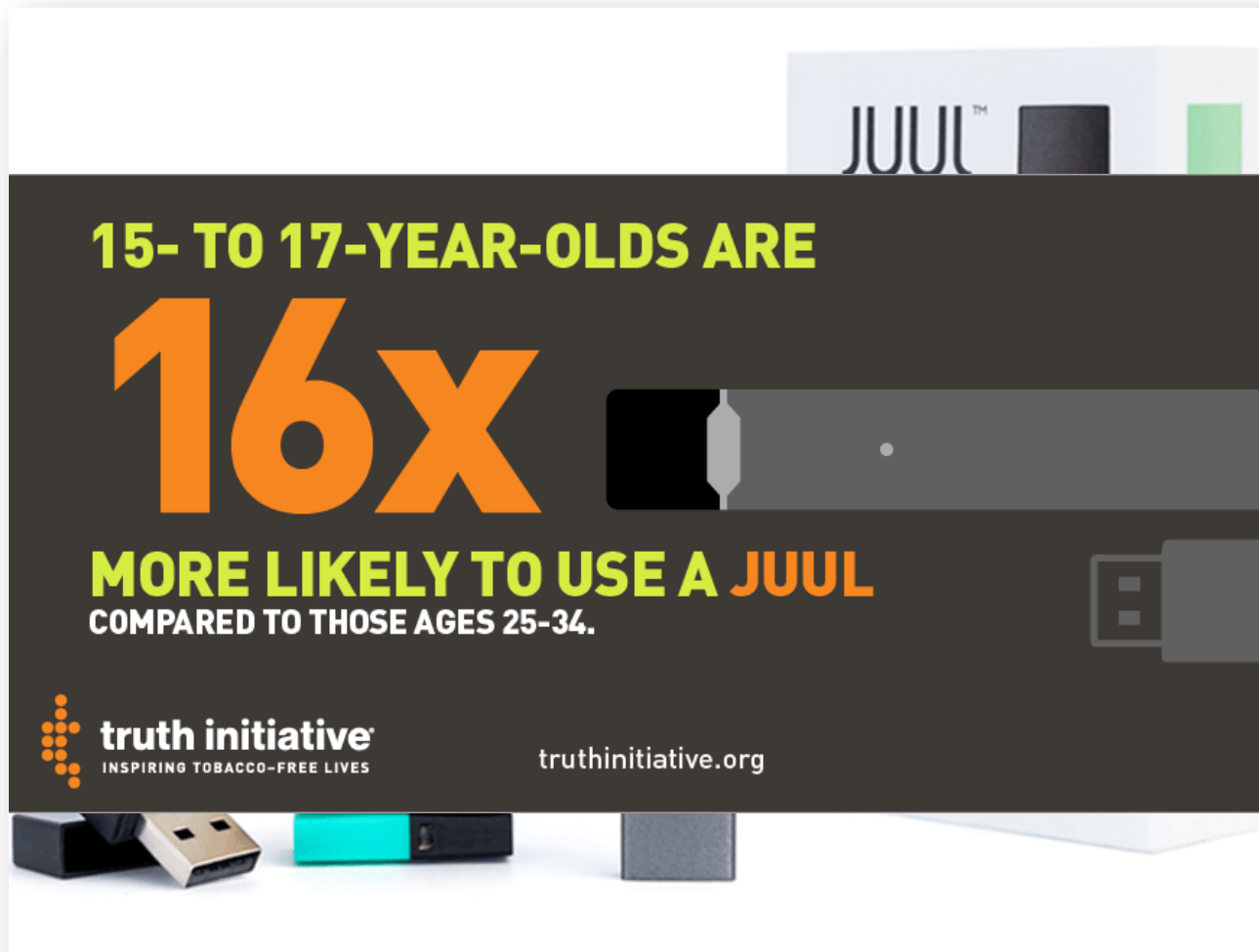
FLAVORS



15,500+ different flavors of e-liquid on the market today



The most popular one...juul



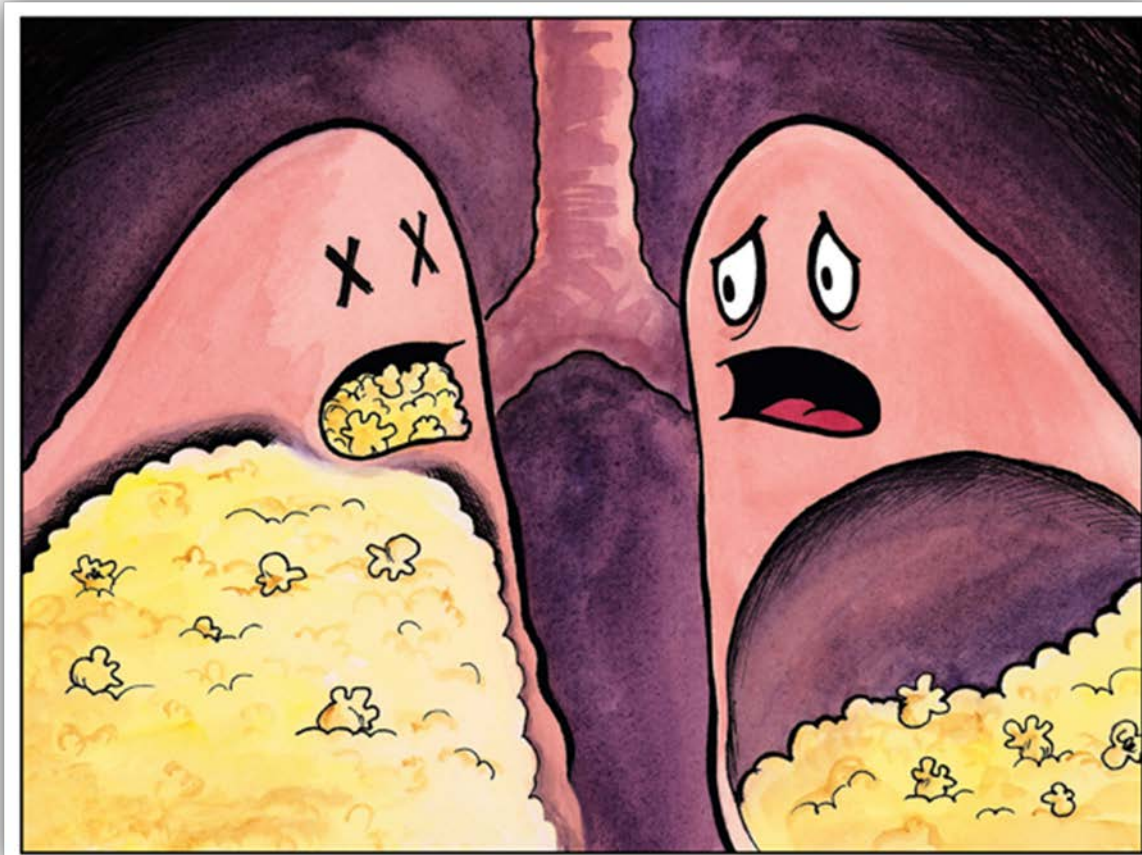
- 10% of teens 15-17 years old have used a JUUL
- Many teens **DO NOT** consider these to be e-cigarettes
- Makes up $\frac{3}{4}$ of the e-cigarette market
- Altria (makes Marlboro Cigarettes), paid \$13 billion for a 35% stake in JUUL Labs in 2018
- Comes in a variety of flavors
 - Crème
 - Mango
 - Fruit
 - Cucumber

What about the flavors?

- Do they contain nicotine? Possibly.
- Flavors are safe to eat BUT NOT safe to inhale...
- Inhalation of cinnamaldehyde and other chemical flavorings may increase the risk of respiratory infections and/or lead to other negative health consequences.
- 4 out of 5 kids who have used tobacco have started with a flavored product.



Safe to eat...NOT safe to inhale!



POPCORN LUNG

- **Chemical** – Diacetyl
- **How is it used in foods?**
 - Makes foods taste buttery/creamy
- **What does it do?**
 - Creates a super fine aerosol that goes deep into the lungs and can cause breathing problems.



Flavors appeal to our pets too...



- 12 week old St. Bernard puppy
- Ate owners son's JUUL pods and e-liquid after he tried hiding them under the couch cushion
- **Symptoms:**
 - Staggered walk and weakness
 - Breathing problems
 - Seizures
 - Passed away from cardiac failure a few hours after she ate them

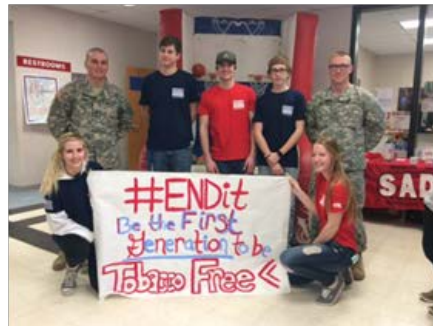
****KEEP PRODUCTS UP & AWAY FROM
PETS & SMALL CHILDREN****

Why does the tobacco industry use flavors?

- Masks the harsh taste of tobacco making it easier to get hooked on nicotine
- Makes the products appear less harmful



what can you do?



- Write a letter to the editor (LTE)
- Conduct a school or community activism educating about flavors
- Speak at a legislative hearing/city commission meeting/park board/school board etc.
- Speak at a press conference
- Have your school board sign a resolution of support

