



JUUL and Youth E-cigarette Use

Who is using JUUL?

- E-cigarettes are the most commonly used tobacco product among youth in Montana.¹
- **26%** of Montana High School students currently use e-cigarettes and **almost 50%** have tried them.¹
- **13%** of Montana high school students reported using an e-cigarette on school property.¹
- JUULs appeal to youth because they:
 - Are small enough to easily conceal.
 - Come in mint and menthol flavors.
 - Are high-tech and sleek.
- **96%** of youth who have ever tried e-cigarettes started with a flavored product.²

What is JUUL?

- JUUL is a brand of e-cigarettes. E-cigarettes heat a liquid into an aerosol, also called vapor, which the user inhales.
- JUUL devices look like a USB flash drive and can be charged in the USB port of a computer.
- JUUL came on the market in 2015 and had amassed over 72% of the e-cigarette market share by September, 2018.⁴



Is JUUL safe for youth?

- **No.** E-cigarettes are not safe for youth.
- Most e-cigarettes contain nicotine. According to a study published in the *American Journal of Public Health*, **99%** of e-cigarettes sold in U.S. convenience stores, supermarkets and similar outlets in 2015 contained nicotine.⁶
- All JUUL cartridges contain nicotine. One JUUL cartridge is equal to a pack of cigarettes, or **200 cigarette puffs**. According to a new study published in *Tobacco Control*, most JUUL users don't know that the product always contains nicotine.^{5, 7}
- Nicotine is highly addictive and harmful to brain development.⁷
- Studies have found that youth who use e-cigarettes are **4 times** more likely to begin smoking conventional cigarettes in the future compared to their peers who do not use e-cigarettes.⁹
- Long-term health effects are unknown at this time; however, studies have found that e-cigarettes and the aerosol they emit can contain harmful and potentially harmful chemicals.⁸

Help for Youth Who Want to Quit

My Life, My Quit is a program specifically for youth who need or want help quitting tobacco (e-cigarettes, cigarettes, smokeless, and cigars/cigarillos.) My Life, My Quit is a free and confidential service for all Montanans under the age of 18, with dedicated coaches ready to support, listen and help youth quit tobacco. Youth who are interested should text "start my quit" to 36072, call 1-855-891-9989 or visit www.mylifemyquit.com.

CONTACT

Montana Tobacco Use
Prevention Program

Phone: (866) 787-5247

E-mail: infotobaccofree@mt.gov

Website: tobaccofree.mt.gov





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SOURCES:

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