



WHAT IS JUUL®?

JUUL is a brand of Electronic Nicotine Delivery System (ENDS), electronic cigarette (e-cigarette), or vaping device.¹

JUUL (pronounced jewel) looks like a USB drive, and is promoted as an alternative to combustible cigarettes and existing e-cigarettes or vaping devices.¹

“JUULing” is the term used when using JUUL.¹



How does JUUL work?

JUUL contains nicotine. JUUL cartridges, called pods, contain flavored oils that turn into vapor when heated.² Each pod contains roughly the same amount of nicotine as a pack of cigarettes.^{1,2}

JUUL has interchangeable pods with an assortment of flavor options.¹ The nicotine form is referred to as nicotine salts.¹ It creates a more tolerable effect when inhaled, and is less likely to cause irritation in the lungs versus combustible tobacco products.³

JUUL has a higher concentration of nicotine than many other e-cigarette options.¹ Listed as 5% nicotine by weight, JUUL has more than twice the amount of nicotine concentrate. Other brands of e-cigarettes, typically have concentrations of 2.4% or less.¹ Youth nicotine use in any form is not safe, as they are more likely to be susceptible to the addictive nature of nicotine.⁴

What is the threat to youth?

Similar to other e-cigarettes, JUUL come in a variety of flavors, including fruit medley, mango, cool mint, and crème brûlée.¹ **Most youth who experiment with tobacco begin with a flavored product,**⁵ as the flavors appeal to youth.⁶

Youth are particularly aware of JUUL, as nearly 1 in 5 students age 12 to 17 have seen JUUL used in school.⁷

Since **JUUL resembles a USB flash drive**, it is increasingly used by students in classrooms, hallways, restrooms, and at school sporting events.⁸

Sixty-three percent of JUUL users age 15 to 24 did not know JUUL contains nicotine.⁹ Youth may start using e-cigarettes because they believe they are harmless. **Nicotine, a key ingredient in tobacco products, is an addictive drug.**

Tobacco use by and around children and adolescents is a particular concern due to increased risk for addiction and passive exposure. Smoking is a known cause of cancer, heart disease, stroke, and chronic obstructive pulmonary disease. Young people who use e-cigarettes, such as JUUL, are more likely to transition to combustible cigarettes.¹⁰

REFERENCES

1. Public Health Law Center at Mitchell Hamline School of Law. Public health concerns about youth & young adult use of JUUL. www.publichealthlawcenter.org/blogs/2018-02-19/public-health-concerns-about-youth-young-adult-use-juul. Accessed June 25, 2018.
2. Truth Initiative. What is JUUL? www.truthinitiative.org/news/what-is-juul. Accessed June 25, 2018.
3. Belluz J. Juul, the vape device teens are getting hooked on, explained. www.vox.com/science-and-health/2018/5/1/17286638/juul-vaping-e-cigarette. Accessed June 25, 2018.
4. Siqueira LM. Nicotine and tobacco as substances of abuse in children and adolescents. *Pediatrics*. 2017;139(1):pii.
5. Ambrose BK, Day HR, Rostron B, et al. Flavored tobacco product use among US youth aged 12-17 years, 2013-2014. *JAMA*. 2015;314(17):1871-1873.
6. Feirman SP, Lock D, Cohen JE, Holtgrave DR, Li T. Flavored tobacco products in the United States: a systematic review assessing use and attitudes. *Nicotine Tob Res*. 2016;18(5):739-740.
7. Truth Initiative. Nearly 1 in 5 youth say they have seen JUUL used in school. www.truthinitiative.org/news/nearly-1-5-youth-say-they-have-seen-juul-used-school. Accessed June 25, 2018.
8. NBC News. Why ‘juuling’ has become a nightmare for school administrators. www.nbcnews.com/health/kids-health/why-juuling-has-become-nightmare-school-administrators-n860106. Accessed June 25, 2018.
9. Willett JG, Bennett M, Hair EC, et al. Recognition, use and perception of JUUL among youth and young adults. [published ahead of print April 18, 2018]. *Tob Control*. Accessed June 25, 2018.
10. The National Academies of Sciences, Engineering, and Medicine. Public health consequences of e-cigarettes. Consensus study report. Highlights. www.nap.edu/resource/24952/012318ecigaretteHighlights.pdf. Accessed June 25, 2018.