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,\(^5,6\) as the flavors appeal to youth.\(^5\)

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