



E-cigarettes and Vapes and the Dangers they Pose for Youth

Q & A with Liz Heimer, American Lung Association Tobacco Specialist

Some Juices say that they do not have nicotine, is this correct?

Answer: Studies have shown that two-thirds of the juices saying they do not have nicotine actually do. This is because it is not a well-regulated industry.

Since those who vape likely use it more than those who smoke traditional cigarettes, they are likely ingesting more nicotine. Are they getting addicted faster?

Answer: A vape looks very different than a pack of cigarettes, so it appeals more to teens. Each vape has about 200 puffs, so it is safe to say that teens are getting addicted to these products more quickly. The JUUL in particular has a lot of puffs and very high nicotine.

Can you purchase these products online?

Answer: Many of the larger companies such as Amazon regulate what is sold. However, some websites offer e-cigarettes hidden into clothing. This clothing is clearly marketed to younger teens, and adolescents, as it nearly entirely hides the e-cigarette.

Do other products exist that seek to hide e-cigarette products?

Answer: Yes, they also have products that look inconspicuous while also concealing the e-cigarette. Products will look like cans of soda or energy drinks, or even Axe deodorant. It may look like a normal bottle of Snapple, yet it has a hidden compartment.

Who is regulating the nicotine in e-cigarettes?

Answer: They have been out since 2009, and no one had been regulating them. The FDA just started the regulation processes, but no real regulations will likely be in place until 2020.

What strategies exist to change policies surrounding E-cigarettes?

Answer: Tobacco 21 has been passed by 13 cities in Minnesota, raising the minimum age to buy tobacco 21. This has shown to be effective at reducing youth tobacco usage. Tobacco 21 also seeks to reduce the number of flavors that are sold. Flavors appealing to youth such as blue slushy, dragon berry, and mango are not allowed to be sold at these locations.