

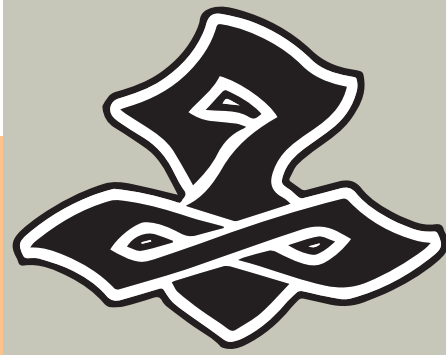
# JUULS IN MISSISSIPPI

The electronic cigarette made to look like a USB Flash Drive.

The U.S Food and Drug Administration (FDA) has declared youth vaping an “epidemic.” More than 2 million middle school, high school and college students use the lithium battery-powered devices to heat liquid-based nicotine into an inhalable vapor.

E-cigarettes are by far the most popular nicotine-delivery product among teens. According to the 2017 National Youth Tobacco Survey, nearly 12 percent of high school students and three percent of middle school students used the device in the past 30 days.

*Ole Miss Students: 50.7% of students have tried a JUUL e-cigarette*  
*MSU Students: 34.2% of students have tried a JUUL e-cigarette*



## QUESTION IT

**THE PARTNERSHIP**  
FOR A HEALTHY MISSISSIPPI



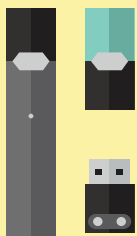
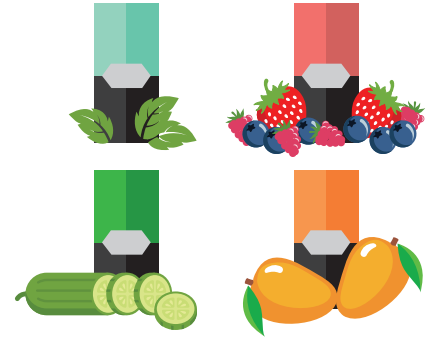
All JUUL pods have dangerous amounts of nicotine ( 59 mg ). According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.

**NICOTINE IS HIGHLY ADDICTIVE AND HARMS BRAIN DEVELOPMENT IN YOUNG ADULTS.**

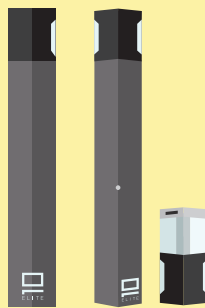
Some companies produce JUUL “wraps” or “skins” that can customize a JUUL’s look.

JUUL e-cigarette devices can be charged in the USB port on a computer.

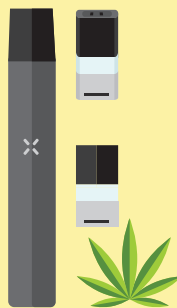
JUUL’s nicotine liquid refills, called “pods,” are available in flavors such as mango, fruit, and cucumber.



JUUL



MarkTen Elite



PAX Extra

Other devices are following the USB flashdrive trend started by JUUL.

Examples include the MarkTen Elite, a nicotine delivery device, and the PAX Era, a marijuana delivery device that looks like a JUUL.

**JUUL PODS CAN BE LACED WITH OPIOIDS AND ILLICIT DRUGS, including heroin, fentanyl and marijuana.**

*“Fentanyl is about 50 to 100 times more powerful than morphine. Most of the time it takes about 1 microgram of fentanyl to cause somebody to overdose.”*

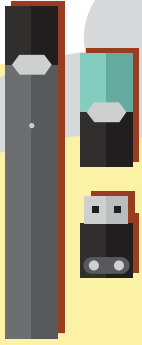
- John Dowdy, Director, The Mississippi Bureau of Narcotics



**On average, a JUUL user will spend over of \$1,500 per year using the product.**

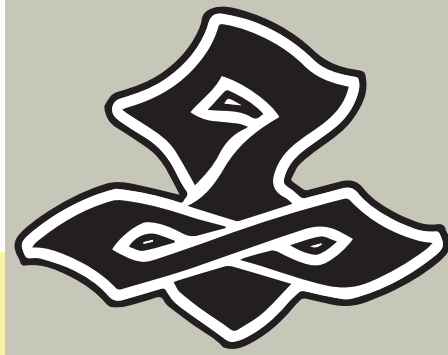
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## SECONDHAND AEROSOL

The aerosol produced by a JUUL is anything but “harmless water vapor.” This aerosol is dangerous to the consumer, and their surrounding community, and contains chemicals known to cause cancer, including these harmful chemicals...



## QUESTION IT

 **THE PARTNERSHIP**  
FOR A HEALTHY MISSISSIPPI



### BENZENE

commonly found in gasoline.

### ACETONE

commonly found in nail polish.

### FORMALDEHYDE

commonly found in toxic bugsprays.

### LEAD

commonly found in batteries.

### ARSENIC

commonly found in rat poison.

Overall, nearly 1 in 11 US middle and high school students, including one-third of those who ever used e-cigarettes, used cannabis in an e-cigarette in 2016. That equates to more than 2 million youth who have ever used cannabis in an e-cigarette, including nearly 1 in 3 high school (1.7 million) students and nearly 1 in 4 middle school students (425,000).



A JUUL can be easily hidden and used in discrete places like a high school bathroom, a locker room, an in-school assembly, or even in class.

Even a new line of “vape-wear” is on the market that encourages the customer to hide their JUUL and be able to use the product in a more discrete way!

## EXPLOSIONS!

62 PERCENT of the incidents of explosion and fire involving an electronic cigarette or its battery occurred when the device was either in a pocket or actively in use.

A report from the U.S. Fire Administration in 2017 reviewed 195 reports of e-cigarette-related fires and explosions from 2009 to 2016.

## PARENTS AND TEACHERS

What can you do? What should you look for?

### 1. Ask

Ask your student about JUUL, and if they have ever used, or seen one.

### 2. Look

Look at your students' flash drives, and make sure they really are tech products and not JUULS.

### 2. Smell

Every JUUL produces a flavorful aerosol when used.



For tobacco cessation and help quitting call  
**1-800-QUIT-NOW**



**THE PARTNERSHIP**  
FOR A HEALTHY MISSISSIPPI

