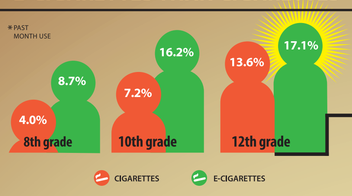
E-CIGARETTES: THE FACTS

Electronic cigarettes, also known as e-cigarettes, are battery-operated products designed to deliver nicotine, flavor and other chemicals. They turn chemicals, including highly addictive nicotine, into a vapor that is inhaled by the user. The rise in popularity, especially among youth, has sparked concerns especially since e-cigarettes are not regulated and can contain harmful chemicals.

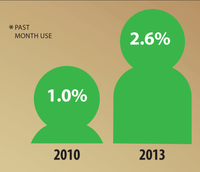
USE OF E-CIGARETTES AMONG YOUTH AND ADULTS HAS BEEN RAPIDLY INCREASING IN RECENT YEARS

TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES[1]



17% OF HIGH SCHOOL SENIORS HAVE USED E-CIGARETTES.

ADULT USE[2]



DANGERS OF E-CIGARETTES

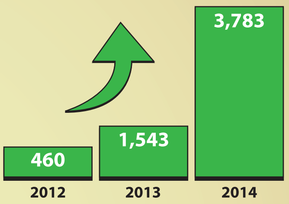
E-CIGARETTES CONTAIN POISONOUS CHEMICALS AND ARE HIGHLY ADDICTIVE

NICOTINE POISONING IN E-CIGARETTES CAN HAPPEN IN ONE OF THREE WAYS: **SWALLOWING**; **INHALING**; OR **ABSORBING** IT.

NICOTINE IN HIGH DOSES FROM E-CIGARETTES CAN BE TOXIC, RESULTING IN **CARDIOVASCULAR EFFECTS**, **NAUSEA**, **VOMITING**, **SEIZURES**, AND **CENTRAL NERVOUS SYSTEM TOXICITY**.

51% OF POISONING CALLS INVOLVE CHILDREN.[2]

NICOTINE POISONING EXPOSURE CALLS ARE **INCREASING RAPIDLY**.[3]



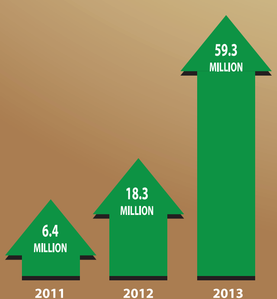
WHY PEOPLE USE E-CIGARETTES

SIGN OF INDEPENDENCE
AVAILABILITY
COST
PERCEIVED AS LESS HARMFUL
NOVELTY
ALTERNATIVE TO CIGARETTES
SMOKE WHERE YOU WANT
CURIOSTIY
TO QUIT SMOKING
USE BY FAMILY AND FRIENDS

NICOTINE IS ADDICTIVE AND EXPOSURE DURING **ADOLESCENCE** CAN CHANGE YOUR BRAIN'S REWARD SYSTEM MAKING YOU **MORE SUSCEPTIBLE** TO ADDICTION TO OTHER DRUGS.

ADVERTISING AND SALES OF E-CIGARETTES ARE RISING RAPIDLY WITH MARKETING MAINLY SPENT ON PROMOTING TO YOUTH

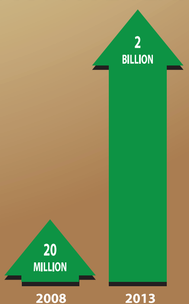
ADVERTISING HAS INCREASED 10-FOLD IN JUST **THREE YEARS**.[4]



FLAVORS

SWEDISH FISH
GUMMY BEAR
BUBBLE GUM
CARAMEL APPLE
COTTON CANDY
PEANUT BUTTER CUP
SWEET TARTS
ROOT BEER

SALES HAVE GROWN EXPONENTIALLY IN JUST **FIVE YEARS**.[5]



NIH National Institute on Drug Abuse

SOURCE: 1. MTF 2. CDC 3. AAPC 4. Gateway to Addiction Survey 5. Wells Fargo