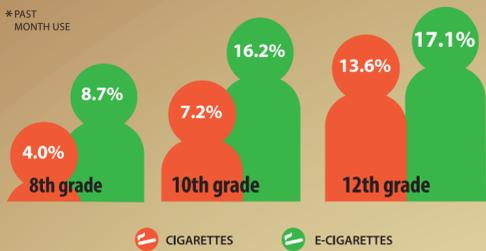


E-CIGARETTES: THE FACTS

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

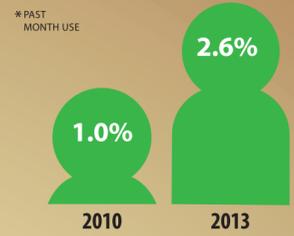
TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES¹



TEENS WHO USE E-CIGARETTES ARE MORE LIKELY TO START SMOKING

CONVENTIONAL CIGARETTES WITHIN A YEAR.²

ADULT USE³



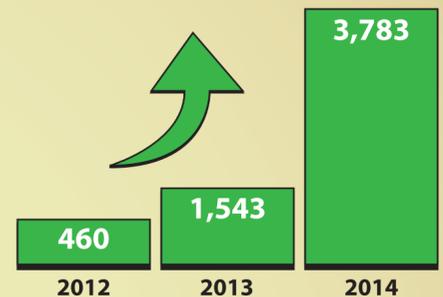
DANGERS OF E-CIGARETTES NICOTINE CAN BE POISONOUS

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.



NICOTINE POISONING EXPOSURE CALLS ARE INCREASING RAPIDLY.⁴



51%



OF POISONING CALLS INVOLVE CHILDREN.³

WHY PEOPLE USE E-CIGARETTES

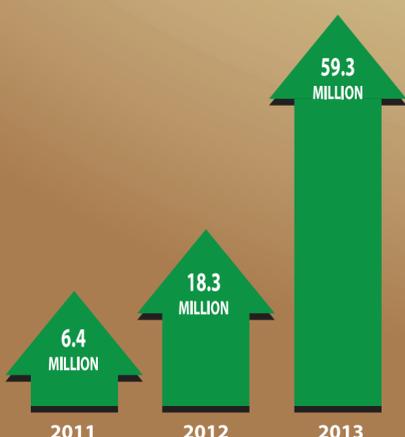
SIGN OF INDEPENDENCE
AVAILABILITY
COST
PERCEIVED AS LESS HARMFUL
NOVELTY
ALTERNATIVE TO CIGARETTES
SMOKE WHERE YOU WANT
CURIOSITY
TO QUIT SMOKING
USE BY FAMILY AND FRIENDS

NICOTINE IS ADDICTIVE AND EXPOSURE DURING ADOLESCENCE MAY AFFECT THE BRAIN'S REWARD SYSTEM AND MAKE USERS MORE SUSCEPTIBLE TO ADDICTION.



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.⁵



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.⁶

