Quick Facts About JUUL
This High Nicotine Vaping Device Hides In Plain Sight

- **This is a JUUL (pronounced ‘jewel’).**
  It may look like a USB drive, but this e-cigarette is one of the most popular being used by youth and young adults.

- **These are JUUL pods.**
  These e-liquids come in a variety of flavors like cool cucumber, mango, fruit medley, and more.

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**What is concerning about JUULs?**

- Nicotine is addictive and harms the developing brain.
- The JUUL has one of the highest nicotine strengths on the market at 59mg/ml.

The maximum strength of nicotine in an e-liquid sold in the European Union (and U.K.) is limited to 20mg/ml due to a Tobacco Products Directive that came into effect on May 20, 2017.

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**What should you do?**

**Know what to look and smell for.**
- JUULs look like a USB drive and might blend in with school supplies.
- JUULs come in fruity and sweet smelling flavors and do not leave a long lasting odor, like cigarettes.

**Learn more.**
- Watch our E-Cigarettes and Vape Pens 101 webinar at [go.uth.edu/VapePens101](go.uth.edu/VapePens101) to get more information.
- Read the Center for Disease Control parent tip sheet at [go.uth.edu/CDCParentTipSheet](go.uth.edu/CDCParentTipSheet).

**Talk with your kids about the harms of nicotine and protect them from tobacco marketing.**
- JUULs are extremely high in nicotine and may cause kids to feel sick and become addicted.
- The CATCH My Breath E-Cigarette Prevention Program is free for middle and high schools. Learn more at [catchmybreath.org](catchmybreath.org).