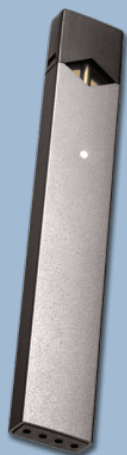


# Quick Facts About JUUL

## 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.



(Photos: JuulVapor.com)

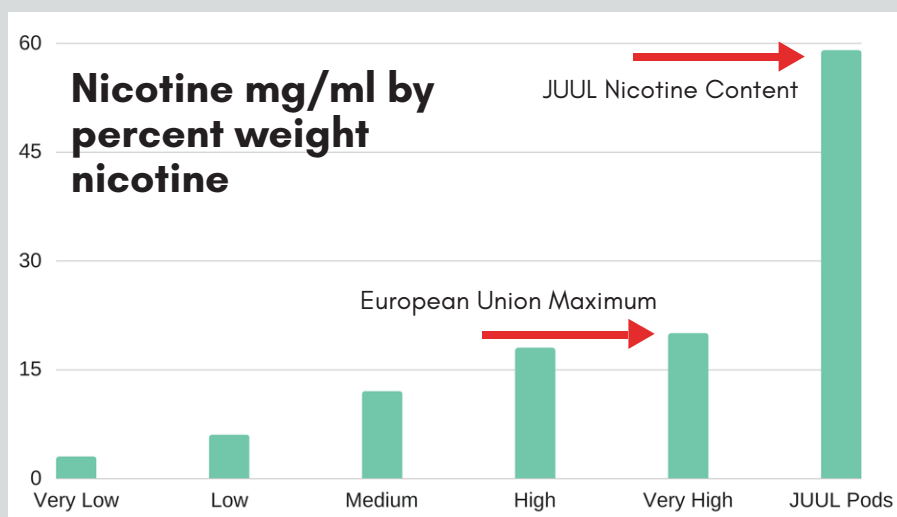
### ◀ These are JUUL pods.

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

## 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.



## 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](http://go.uth.edu/VapePens101) to get more information.
- Read the Center for Disease Control parent tip sheet at [go.uth.edu/CDCParentTipSheet](http://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](http://catchmybreath.org).