

- 1. What is the JUUL?** A JUUL is an e-cigarette that uses tiny, refillable pods of liquid nicotine. They require power and their USB charger plugs into a power source.
- 2. What are the dangers of the JUUL to teenagers?** Expert opinion varies, but, [according to JUUL](#), each pod contains at least as much nicotine as a pack of cigarettes. Nicotine is addictive and can cause working memory and attention deficits in teens. It also damages the cardiovascular and respiratory systems. A recent study in the [American Journal of Medicine](#) linked teenage e-cigarette use with future cigarette use. JUULs pose a serious danger to small kids (at right).
- 3. How prevalent is JUULing?** JUULing is an “[epidemic](#)”, [said CNN](#). Last year, [19 percent of 12th graders](#) and 16 percent of 10th graders reported using an e-cigarette. [According to Vox](#), the value of the e-cigarette business expanded by 40%, or \$1.16 billion, in 2017.

- 4. Why is it so popular?** Three words: Marketing and Peer Pressure. The e-nicotine comes in flavors like crème brûlée, mango and bubble gum, believed to be part of its marketing plan to attract young users. The sweet flavoring and trendy skins appeal to a young audience. JUULing is a social activity for teenagers, so once a few people start, it [spreads like wildfire](#) in a school. Those who don’t join in can feel left out.

- 5. Don’t you have to be 21 to buy a JUUL and e-nicotine?** JUUL.com requires customers to show that they’re 21 for online purchases, but teens are finding ways to get around the age limit. For example, many ask older friends/siblings to buy JUULs for them. In some states, 18-year-olds can buy JUUL pods from retailers such as [gas stations or convenience stores](#), sales challenged by the [U.S. Food & Drug Administration](#).

- 6. How do kids JUUL in school?** The place of choice for JUULing in school [is the bathroom](#), but JUUL is used in lunchrooms and hallways, with kids furtively breathing the vapor into a sweater or hoodie. Part of JUULing’s allure is keeping it a secret.

- 7. What are possible signs that a child is using a JUUL?** The [Raising Teens Today](#) blog suggests: unexplained sweet smells, dehydration, increased thirst, nosebleeds. In school, kids taking frequent bathroom breaks may be JUULing.

- 8. What can government do about it?** Five states (CA, NJ, OR, HI, ME) have raised the purchasing age of e-cigarettes to 21. A new CT law requires vaping products to be sold in person-to-person transactions. San Francisco voters widely imposed a ban on flavored e-nicotine. The FDA has cracked down on e-nicotine, especially the marketing behind it. Also, the [SAFE Kids Act](#), a bipartisan bill, has been introduced in Congress by Senators Lisa Murkowski (R-AK) and Charles Schumer (D-NY).

- 9. What can schools do about it?** Schools have used vapor sensors and bathroom monitors to detect JUUL use. Schools are also holding anti e-nicotine assemblies, and peer educators often work best. Education is important because young JUULers don’t know about its risks. An [estimated 63 percent](#) don’t know the products contains nicotine.

**10. BEWARE: DANGER TO
SMALL CHILDREN, TOO**

E-nicotine is poisonous even in small quantities. Children under 6 are at risk of ingesting e-nicotine; between 2012 and 2017, over 8,200 children were poisoned. If tweens and teens are storing their JUUL in the house, parents could be unaware of this danger.



JUUL says its pods contains one pack’s worth of nicotine. It may be more.

