

What Parents Should Know about JUULs (E-cigarettes)

JUUL is a popular brand of e-cigarette that is shaped like a USB flash drive.

In 2017, 1 out of every 3 Maine high school students (33%) reported using an electronic vapor product like JUUL. One JUUL pod has the same amount of nicotine as a full pack of cigarettes.

JUULs are NOT safe for youth.



- Early exposure to nicotine changes brain anatomy which creates unique risks for young nicotine users, including nicotine addiction, mood disorders and permanent lowering of impulse control. Nicotine can also harm the part of the brain that controls attention and learning.
- Youth who start using e-cigarettes are more likely to use other tobacco products.
- Nicotine exposure in immature brains may make it easier for teens to later become addicted to other drugs like cocaine and methamphetamine (speed).

JUULs do NOT taste, smell or look like a cigarette.



- Youth are drawn to fun, healthier-sounding flavors like mango (the most popular flavor), cool mint, fruit medley, and crème brûlée.
- Kids love JUUL skins which are decorative wraps for the device allowing them to disguise and customize their JUUL with colorful cartoons, flowers, googly-eyed faces, etc.

JUULs are easy for minors to buy.



- JUUL starter kits (device, charger, and 4 JUUL pods) are priced low enough to be affordable for youth.
- Maine law prohibits all online purchasing of e-cigarettes by under-age buyers.
- Youth find ways to illegally purchase JUULs at online stores such as Ebay and Craigslist and with Venmo or PayPal.

JUULs are easy for teens to hide.



- JUULs release a small cloud of smoke which can be odorless or fruity-smelling and leaves no lasting smell on clothing or in rooms.
- Stealth vaping tricks posted on social media teach teens how to exhale into their sweatshirt and how to hide vaping when in bathrooms, classrooms, or at home.
- JUULs fit easily into pockets, wallets and other popular hiding spots as posted on social media. Everyday objects such as a USB flash drive, a sock, stick deodorant, a marker, a backpack strap, or even a bra strap can be used to hide the small device.

The time is now to talk to youth.

FMI: e-cigarettes.surgeongeneral.gov