



E-Cigarettes & Vaping Facts & Stats

Critical Analysis of E-Cig & Vaping Ads

Claim #1: E-Liquid is All Natural

This claim is false. E-liquid contains propylene or ethylene glycol, food preservatives such as vegetable glycerin, artificial flavorings, and other synthetic chemicals.

Claim #2: Contains Harmless Water Vapor

This claim is false. Although e-liquid may contain water, it is a chemical syrup that, when heated, turns into a vapor that coats the lung tissue with a thin layer of chemicals.

Claim #3: E-Cigs are Safer than Cigarettes

This claim is false. Tobacco contains 2500-5000 harmful toxic chemicals. E-liquid contains 20-50 harmful toxic chemicals. Just because the math looks better does not mean they are safe or even safer. They both contain nicotine which has negative effects on brain development.

Claim #4: It Will Help People Quit Smoking

This claim is somewhat true. Research indicates that only about a third of smokers quit tobacco by switching to vaping, but they still have not quit using nicotine.

Accidental exposure to e-liquid may be dangerous and deadly for children under the age of 5. Flavored e-liquid can be appealing to young children but may contain several times the lethal dose of nicotine for toddlers.

30%

more nicotine is ingested when using the Juul vaporizer compared to a traditional cigarette.

62%

of people who try nicotine products become addicted.

Effects of E-Liquid

- Throat irritation, coughing, dry mouth
- Headache, nausea
- Elevated heart rate and blood pressure
- Impaired lung function
- Chronic bronchitis and emphysema
- Worsened asthma
- Chronic obstructive pulmonary disease (COPD)
- Toxic levels of heavy metals, such as chromium, nickel and lead
- Seizures
- E-Cigarette or Vaping Associated Lung Injury (EVALI) and death
- Thigh and mouth burns from exploding vape pens

EVALI – E-Cigarette or Vaping Associated Lung Injury

A respiratory illness caused by vaping nicotine and/or marijuana e-liquid resulting in cough, chest pain, shortness of breath, congestion, nausea, increased heart rate, and death.

Where do Youth Get Vaping Products?

