

JUUL: A Popular New E-Cigarette

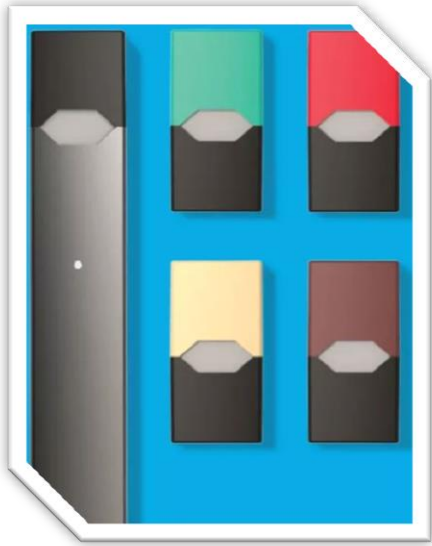


Image from: www.juulvapor.com

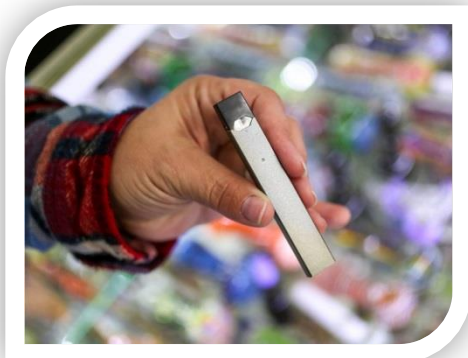


Image from Suzanne Kreiter/Boston Globe



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- Recently a new tobacco product hit the market called JUUL, an electronic nicotine delivery device.
- This product is yet another device specifically targeted towards youth with its small shape and sleek design.
- It comes in flavors like cool cucumber, fruit medley, crème brulee and cool mint.
- Using the device is called “JUULing”
- Small in size and resemble a USB Flash Drive.
- JUUL cartridges have a high concentration of nicotine.
- A single pod has roughly the same amount of nicotine as one pack of cigarettes.
- Can be charged in a computer just like a flash drive.
- In Wisconsin, 12% of high school students report using electronic vaping products surpassing conventional cigarette use of 8% (2017 YRBS).

