

# Big tobacco targets **kids**.

*The more they're exposed, the more likely they are to smoke.*

## Electronic Cigarettes

Also referred to as e-cigarettes, e-cigs, e-hookah, hookah pens or vape pens.



### Health Effects

E-cigarettes deliver an aerosol containing nicotine, a highly addictive drug. The amount of nicotine in e-cigarettes varies widely, but can contain over 10mg (6 times the amount in a cigarette). The vapor also contains many other chemicals such as heavy metals and anti-freeze, but the exact content is unknown because e-cigarettes are not regulated by the Food and Drug Administration (FDA).

### Common Brands

Blu, Vuse, Starbuzz, Imperial, NJoy, and MarkTen. Many of these are produced by the largest tobacco companies, which aim to maintain the cycle of nicotine addiction.

### Variety

Called e-cigs, e-hookah, hookah pens, vape pens, or by other names. They come in many shapes and sizes and are sometimes worn like a pen around the neck.

### What's the tactic?

- Can look like cigarettes or ballpoint pens and are designed to deliver flavor, nicotine, and other chemicals to users.
- Come in kid-friendly flavors like bubblegum, pina colada and juicy peach.
- Available at the same retail locations as other tobacco products, using low prices and a variety of sweet flavors, which appeal to youth.
- State regulations prohibit the sale of e-cigarettes and other electronic nicotine delivery devices to minors, but do not regulate their content.



***It's a fact:*** Research shows that kids who shop at stores with tobacco two or more times a week are **64% more likely to start smoking than their peers who don't.**

\*Source: Henriksen, Schleicher, Feiughery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics. July 19, 2010, DOI: 10.1542/peds.2009.3021