



## VAPOR PRODUCTS AND JUUL: AN EVOLVING MARKET

Stacia Wasmundt  
Office of Healthy and Safe Communities  
Tobacco and Vapor Product Prevention and Control Program

# Objectives

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- Define vapor products and JUUL
- Share information about similar USB-shaped vapor products
- Vapor product and JUUL data
- Educate about the JUUL Initiative
- Discuss what people are observing in their communities
- Collaborate on next steps

# Does Tobacco Still Matter?

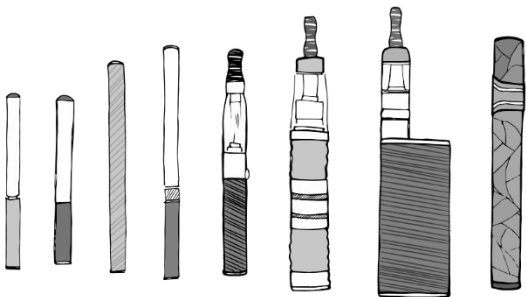
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- YES!
- More people in Washington State die from tobacco-related illnesses each year than from alcohol, illegal drug use, car crashes, murders, suicide, homicide, AIDS, and fires COMBINED
- Tobacco kills 480,000 people/year
  - = more than 3 fully loaded 747's crashing every day for a year...with no survivors
- 104,000 youth in WA alive today will ultimately die prematurely from smoking

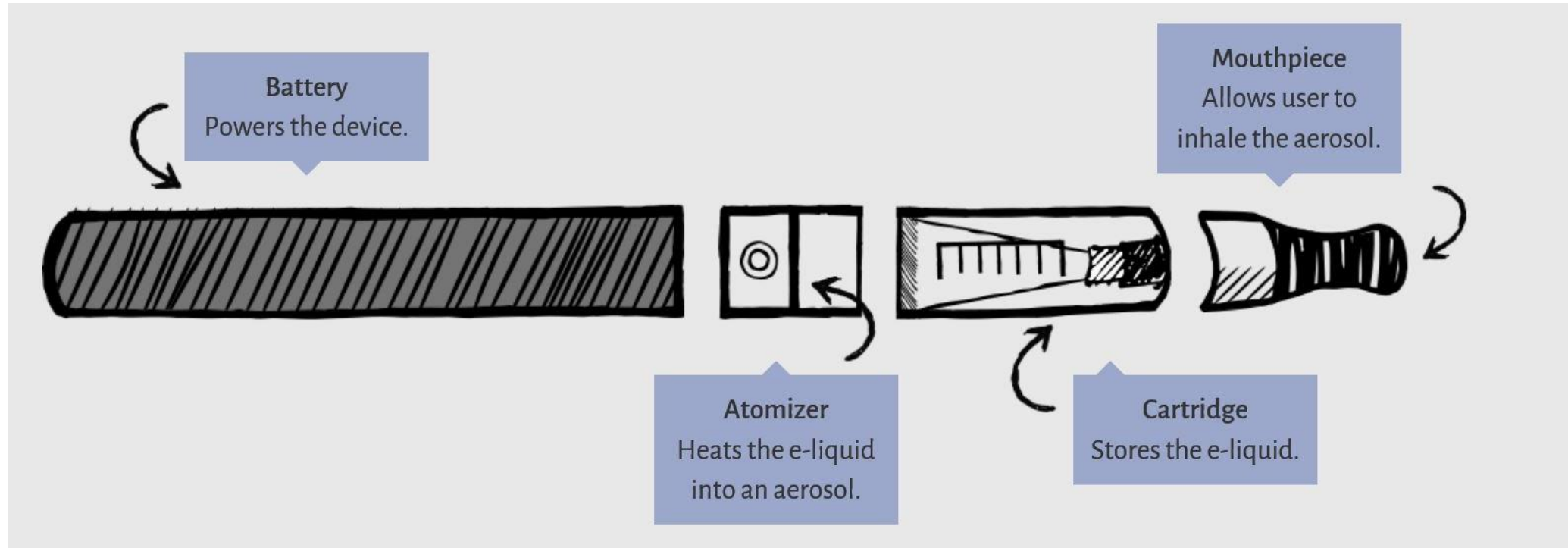
# What are Vapor Products?

They can have different names, but they all function the same...

- Ecigarette
- Vapes
- Tanks
- Mods
- E-hookah
- Cigalike



# What are Vapor Products?



# Data Trends

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- 10th grade vapor product use, HYS 2016 → 12.7%
- Truth Initiative Study (Late November 2017)
  - 1,000 youth and young adults
    - How do you use this?
      - 51% said vaping, 25% said JUULing
    - 1 in 4 recognized JUUL
    - 1 in 12 reported using it in the past 30 days
    - 63% of JUUL users did not know that the product contains nicotine

# Data Trends

Figure 3. Past 30-day e-cigarette/vape use by grade, HYS, 2012-2016

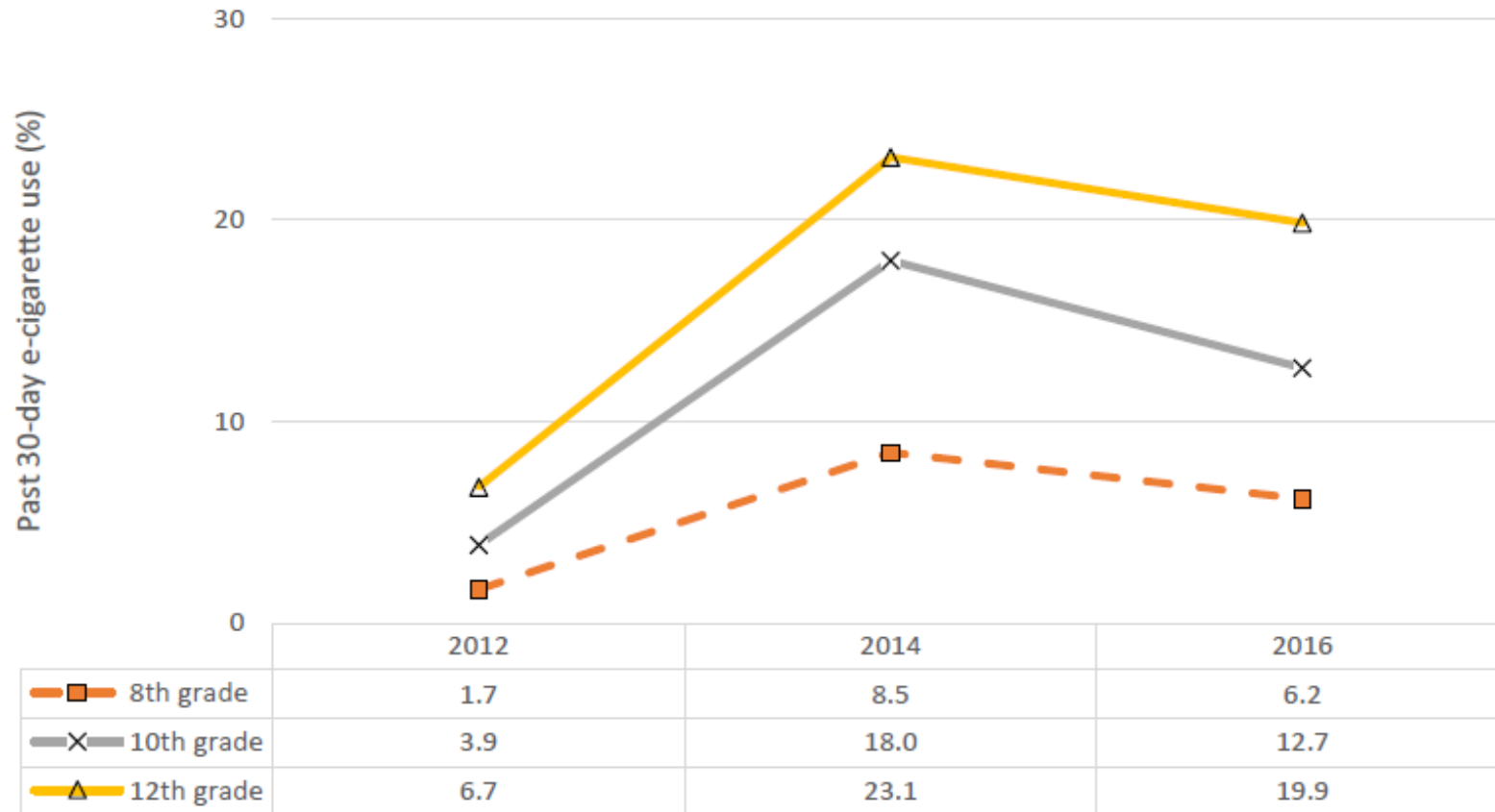


Figure 4. Past 30-day e-cigarette use by race/ethnicity, 10th grade, HYS 2002-2016



\*non-Hispanic



# What is JUUL?

- Resemble a USB, can be charged in a laptop
- 70% of the market share
- All pods contain nicotine
- .7 ml nicotine by volume / 5% nicotine by weight
  - = 1 pack of cigarettes
  - Double the nicotine of most other vapor products
- “Pod mod”
- “Juuling”



# Youth Appeal

- Flavors
- Little to no detectable odor or aerosol
- Easy to conceal, sleek design
- #doitforjuul
- “iphone of ecigarettes”
- Use in schools
- Pods are disposable but can be taken out



**JUUL skins.** Images from <https://www.mightyskins.com/juul/>

# JUUL Initiative

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- Offering funding (\$10,000 or more) to schools
- Pilot their prevention program, “Moving Beyond E-Cigarettes and Marijuana,” to middle and high schools
  - CO and CA
- Offer technological interventions to detect and disable JUULs in schools

# Other USB-Shaped Vapor Products

- Many new vapor products closely resemble the design features of JUUL



- Kandy Pens' Rubi
- MLV's PHiX
- Myle
- Altria's Markten Elite
- Stig
- Aspire Breeze 2
- ROLO Badge
- Kanger Uboat
- Khree UFOVuse Alto
- Myblu
- The Byrd
- Juno
- Smoktech
- Coilart's UME
- Vapor Storm's Stalker
- Cig2o's STIK
- Xfire
- KILO 1K

# Other USB-Shaped Vapor Products



**GLACIER MINT™ 1.8% NBV\***  
A sweet and cooling mint blend.

★★★★☆ 219 Reviews



**SWEET ORIGINAL 1.8% NBV\***  
A balanced tobacco blend with honeysuckle and fruit flavors.

★★★★☆ 201 Reviews



**STRAWBERRY BRULEE 1.8% NBV\***  
A sweet and creamy berry blend.

★★★★☆ 117 Reviews



Cubano Pod by MYLE

★★★★★

\$17.99

Select options



Lush Ice Pod by MYLE

★★★★★

\$17.99

Select options



Mighty Mint Pod by MYLE

★★★★★

\$17.99

Select options



Summer Strawberry Pod by MYLE

★★★★★

\$17.99

Select options



Tropical Mango Pod by MYLE

★★★★★

\$17.99

Select options

<https://www.markten.com/shop/elite/pods>

<https://www.mylevapor.com/product-category/pods>

# Other Shapes

- **Suorin Drop**
- Suorin Air
- KandyPen's Feather
- SMOK's ROLO Badge
- Kado's Stealth Pod Vape
- Daze Mfg's ZOOR
- Joytech's TEROS



<https://www.suorinusa.com/collections/suorin-drop>

# Question

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How much do the major tobacco companies spend per hour marketing their products to youth?

- A. \$1,000,000/hour
- B. \$100,000/hour
- C. \$10,000/hour
- D. \$500,000/hour

# Question

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How much do the major tobacco companies spend per hour marketing their products to youth?

**Answer: \$1 MILLION PER HOUR  
(\$8.7 billion/year)**



# Industry Tactics

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- The tobacco industry spends billions marketing their products to youth, women, African Americans and other demographic groups
- Certain tobacco products are advertised and promoted disproportionately to specific racial or ethnic groups
- Menthol cigarettes disproportionately marketed to African Americans and lower-income neighborhoods
  - Point-of-sale marketing
  - Price discounts
  - More advertising
- Retail cigarette marketing to increase the likelihood that youth will start smoking
  - Place tobacco products near products that appeal to youth (candy, toys, etc.)
- The tobacco industry was one of the first to develop marketing materials specifically targeting the LGBTQ community

## Quotes From The Tobacco Industry

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“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...The smoking patterns of teenagers are particularly important to Philip Morris” (Philip Morris)

The studies reported on youngsters' motivation for starting, their brand preferences, etc., as well as the starting behavior of children as young as 5 years old. . .” (Brown & Williamson)

“[T]he base of our business is the high school student.” (Lorillard Tobacco)

# FDA

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- FDA has issued citations against JUUL regarding how their products are appealing to youth
  - Asking for documents and research about the products' design features, ingredients, etc.
- Warning letters to retailers for illegal sales
- Issued a “904(b)” letter
- September 12, 2018: FDA Commissioner Scott Gottlieb called the rising youth use of vapor products an “epidemic”, attributing most their popularity to the youth-appealing flavors of e-liquids


# What's in the e-liquid?

- Liquid nicotine
- Propylene glycol
- Glycerin
- Flavoring

# Liquid nicotine

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## What's in the e-liquid?

- Liquid nicotine 
- Propylene glycol
- Vegetable glycerin
- Flavoring

- Nicotine is highly addictive
- The brain is the last organ in the body to fully develop, continues to age 25.
- 90% of people who smoke started before they were 18
- Strong association between ecigarette and other burned tobacco product use
- Nicotine poisoning

# Propylene glycol

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## What's in the e-liquid?

- Liquid nicotine
- Propylene glycol 
- Vegetable glycerin
- Flavoring
- The “aerosol” you see in Halloween events, etc.
- Safe to ingest (FDA: GRAS) not necessarily to inhale

# Vegetable Glycerin

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## What's in the e-liquid?

- Liquid nicotine
  - Propylene glycol
  - Vegetable Glycerin 
  - Flavoring
- Safe to ingest (FDA: GRAS), not necessarily to inhale

# Flavoring

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## What's in the e-liquid?

- Liquid nicotine
  - Propylene glycol
  - Vegetable glycerin
  - Flavoring
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- 8,000 flavors of e-liquids
- Many targeted to youth (candy, sweet-flavors, cartoon characters)
- Many e-liquids that say “no nicotine” actually are tested to contain nicotine
- Diacetyl: chemical linked to serious lung disease (“bronchitis obliterans” or “popcorn lung”) that is in some sweet e-liquid flavors



## Anything Else?

- Ultrafine particles
- Volatile organic compounds such as benzene (found in car exhaust)
- Heavy metals (nickel, tin, and lead)
- Formaldehyde (chemical used to preserve dead bodies)

# Vapor Product Explosions

Vapor products can pose a fire hazard as well due to the lithium ion batteries



<https://www.youtube.com/watch?v=OtSAIYALni0>

# Chapter 70.345 RCW, Vapor Law

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- Vapor Law passed in June 2016
  - Vape retailers have to have a license to sell their product
  - Fines doubled for retailers who sell to youth (18)
  - Restricts use of products in public places
  - Some labeling and packaging requirements
- No rules on how the liquid is made and sanitation







# Key messages from CDC



- E-cigarettes contain nicotine and come in many shapes and sizes.
- Students are using new e-cigarette devices shaped like USB flash drives.
- E-cigarette use among young people is unsafe.
- Nicotine is highly addictive and can harm brain development, which continues until about age 25.

# National, State, Local and Tribal Partners

EL CENTRO de la RAZA

Center for MultiCultural Health

APICAT  
FOR HEALTHY COMMUNITIES

gay city  
Seattle's LGBTQ Center  
A PLACE TO BE YOU.

Washington State  
Department of Social  
& Health Services  
*Transforming lives*

WASHINGTON  
ATTORNEY GENERAL

Washington State  
Liquor and Cannabis Board

Washington State  
Health Care Authority

American Heart Association.

AMERICAN LUNG ASSOCIATION.

OSH  
CDC's OFFICE ON SMOKING AND HEALTH

CAMPAIGN For TOBACCO-FREE Kids

CDC  
CENTERS FOR DISEASE CONTROL AND PREVENTION

healthy gen

American Cancer Society®

SNOHOMISH HEALTH DISTRICT

GCHD  
GRANT COUNTY HEALTH DISTRICT

Tacoma - Pierce County  
Health Department  
*Healthy People in Healthy Communities*  
www.tpchd.org

Educational Service District 112

PUBLIC HEALTH  
*Prevent • Promote • Protect*  
BENSON-PARKER HEALTH DISTRICT

THURSTON COUNTY WASHINGTON  
PUBLIC HEALTH AND SOCIAL SERVICES  
*Always working for a safer and healthier community*

Public Health  
Seattle & King County

KITSAP PUBLIC HEALTH DISTRICT

SPOKANE REGIONAL HEALTH DISTRICT



# Resources

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- American Lung Association, Tobacco Industry Marketing: <http://www.lung.org/stop-smoking/smoking-facts/tobacco-industry-marketing.html>.
- Campaign for Tobacco-Free Kids, "JUUL and Youth: Rising E-Cigarette Popularity", 2018, <https://youthengagementalliance.org/wp-content/uploads/2016/08/JUUL-Fact-Sheet-2-5-18.pdf>
- Campaign for Tobacco Free Kids Presentation on New E-cigarette Products: [https://www.tobaccofreekids.org/assets/images/content/2018\\_07\\_18\\_New\\_Ecigs\\_Post\\_Juul.pdf](https://www.tobaccofreekids.org/assets/images/content/2018_07_18_New_Ecigs_Post_Juul.pdf)
- Find information for teens who use tobacco products, including quit tips, at <https://teen.smokefree.gov>.
- For basic information about e-cigarettes, visit [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/about-e-cigarettes.html?s\\_cid=osh-e-cig-about-001](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/about-e-cigarettes.html?s_cid=osh-e-cig-about-001).
- [Know the Risks: E-Cigarettes and Young People](#), based on the United States 2016 Surgeon General's report on E-cigarettes and Young People. This site has resources, including a Parent Tip Sheet, Health Care Provider Conversation Card, Videos, and Fact Sheets.
- Learn about e-cigarettes shaped like USB flash drives, including JUUL, and actions that parents, educators, and health care providers can take to protect kids, at [https://www.cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf?s\\_cid=bb-osh-youth-graphic-011](https://www.cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf?s_cid=bb-osh-youth-graphic-011).
- Washington Poison Center, 2018. <https://www.wapc.org/programs/education/train-the-trainers-e-cigs/>.
- Washington State Department of Health, Tobacco and Vapor Product Prevention and Control Program: <https://www.doh.wa.gov/YouandYourFamily/Tobacco>.
- Recognition, use and perceptions of JUUL among youth and young adults (2018). <https://tobaccocontrol.bmj.com/content/early/2018/04/07/tobaccocontrol-2018-054273>.

# Next Steps and Questions

# Contacts

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## **Stacia Wasmundt**

Youth Tobacco and Vapor Product Prevention Consultant

Tobacco and Vapor Product Prevention and Control Program

- [stacia.wasmundt@doh.wa.gov](mailto:stacia.wasmundt@doh.wa.gov)
- 360-236-2568



@WADeptHealth



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