VAPOR PRODUCTS AND JUUL: AN EVOLVING MARKET

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

• 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?

• 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?

- **Battery**: Powers the device.
- **Mouthpiece**: Allows user to inhale the aerosol.
- **Atomizer**: Heats the e-liquid into an aerosol.
- **Cartridge**: Stores the e-liquid.
Data Trends

- 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

<table>
<thead>
<tr>
<th>Grade</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th grade</td>
<td>1.7</td>
<td>8.5</td>
<td>6.2</td>
</tr>
<tr>
<td>10th grade</td>
<td>3.9</td>
<td>18.0</td>
<td>12.7</td>
</tr>
<tr>
<td>12th grade</td>
<td>6.7</td>
<td>23.1</td>
<td>19.9</td>
</tr>
</tbody>
</table>
Figure 4. Past 30-day e-cigarette use by race/ethnicity, 10th grade, HYS 2002-2016

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American*</td>
<td>5.1</td>
<td>23.5</td>
<td>13.4</td>
</tr>
<tr>
<td>American Indian/Alaska Native*</td>
<td>12.0</td>
<td>28.0</td>
<td>22.6</td>
</tr>
<tr>
<td>Asian*</td>
<td>2.5</td>
<td>10.3</td>
<td>6.0</td>
</tr>
<tr>
<td>Hispanic</td>
<td>4.1</td>
<td>19.8</td>
<td>12.0</td>
</tr>
<tr>
<td>Multiracial*</td>
<td>4.0</td>
<td>16.9</td>
<td>14.2</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander*</td>
<td>2.8</td>
<td>18.9</td>
<td>12.2</td>
</tr>
<tr>
<td>Other*</td>
<td>2.6</td>
<td>22.0</td>
<td>17.2</td>
</tr>
<tr>
<td>White*</td>
<td>3.7</td>
<td>17.6</td>
<td>12.7</td>
</tr>
</tbody>
</table>

*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 apart

JUUL skins. Images from https://www.mightyskins.com/juul/
JUUL Initiative

• 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

Washington State Department of Health | 12
Other USB-Shaped Vapor Products

- **Glacier Mint™ 1.8% NBV**: A sweet and cooling mint flavor. 210 Reviews
- **Sweet Original 1.8% NBV**: A balanced tobacco eliquid with honey, vanilla, and fruit flavors. 201 Reviews
- **Strawberry Brulee 1.8% NBV**: A sweet and creamy berry eliquid. 117 Reviews
- **Cubano Pod by MYLE**: $17.99
- **Lush Ice Pod by MYLE**: $17.99
- **Mighty Mint Pod by MYLE**: $17.99
- **Summer Strawberry Pod by MYLE**: $17.99
- **Tropical Mango Pod by MYLE**: $17.99

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](https://www.suorinusa.com/collections/suorin-drop)
Question

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
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

• 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

“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

• 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

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

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
What’s in the e-liquid?

- Liquid nicotine
- Propylene glycol
- Vegetable Glycerin
- Flavoring

- Safe to ingest (FDA: GRAS), not necessarily to inhale
Flavoring

What’s in the e-liquid?

• Liquid nicotine

• Propylene glycol

• Vegetable glycerin

• Flavored

• 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

- 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.
Resources

- Campaign for Tobacco Free Kids Presentation on New Ecigarette 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](https://teen.smokefree.gov).
- **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.

Washington State Department of Health | 33
Next Steps and Questions
Contacts

Stacia Wasmundt
Youth Tobacco and Vapor Product Prevention Consultant
Tobacco and Vapor Product Prevention and Control Program
• stacia.wasmundt@doh.wa.gov
• 360-236-2568
Washington State Department of Health is committed to providing customers with forms and publications in appropriate alternate formats. Requests can be made by calling 800-525-0127 or by email at civil.rights@doh.wa.gov. TTY users dial 711.