

Cut Through the Cloud

Know the Facts About E-cigarettes



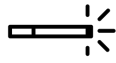
E-Cigarettes are also called:



VAPES



MODS



E-CIGS



JUULS

And can often smell like:



FRUIT



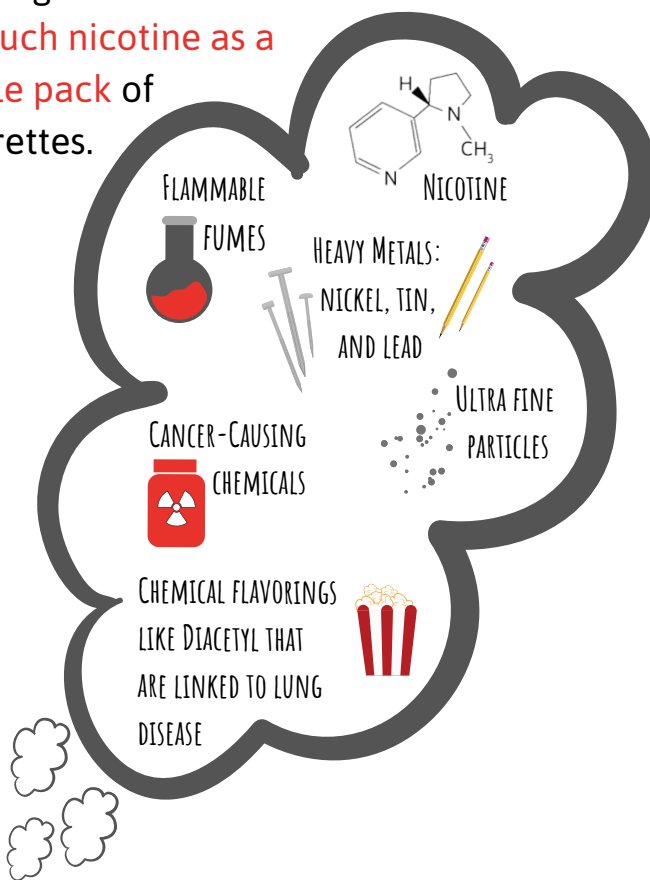
DESSERT



CANDY

It's NOT Just Water Vapor

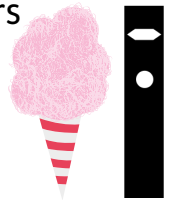
Many e-cigarette pods and cartridges contain **as much nicotine as a whole pack** of cigarettes.



There are more than **60 different chemicals** in e-liquids and vape juice. Many can cause cancer and damage your lungs and heart when you breathe them.

Marketing Masters

New technology and sweet flavors like cotton candy, cupcake, and fruit help e-cigarette companies make money **by getting kids hooked.**



They spend millions to advertise on Snapchat, YouTube, and TikTok. **They don't care about your health, but they do care about your wallet.**

Young people who vape are much more likely to smoke regular cigarettes. Big Tobacco is betting on vapes to addict a new generation of smokers into buying their products.



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Addicted people can smoke up to four pods a week, adding up to **\$1500 a year**. Even disposable e-cigarettes can cost up to **\$1300 a year**.