

# E-Cigarette Presentation for Adults

Name

Date

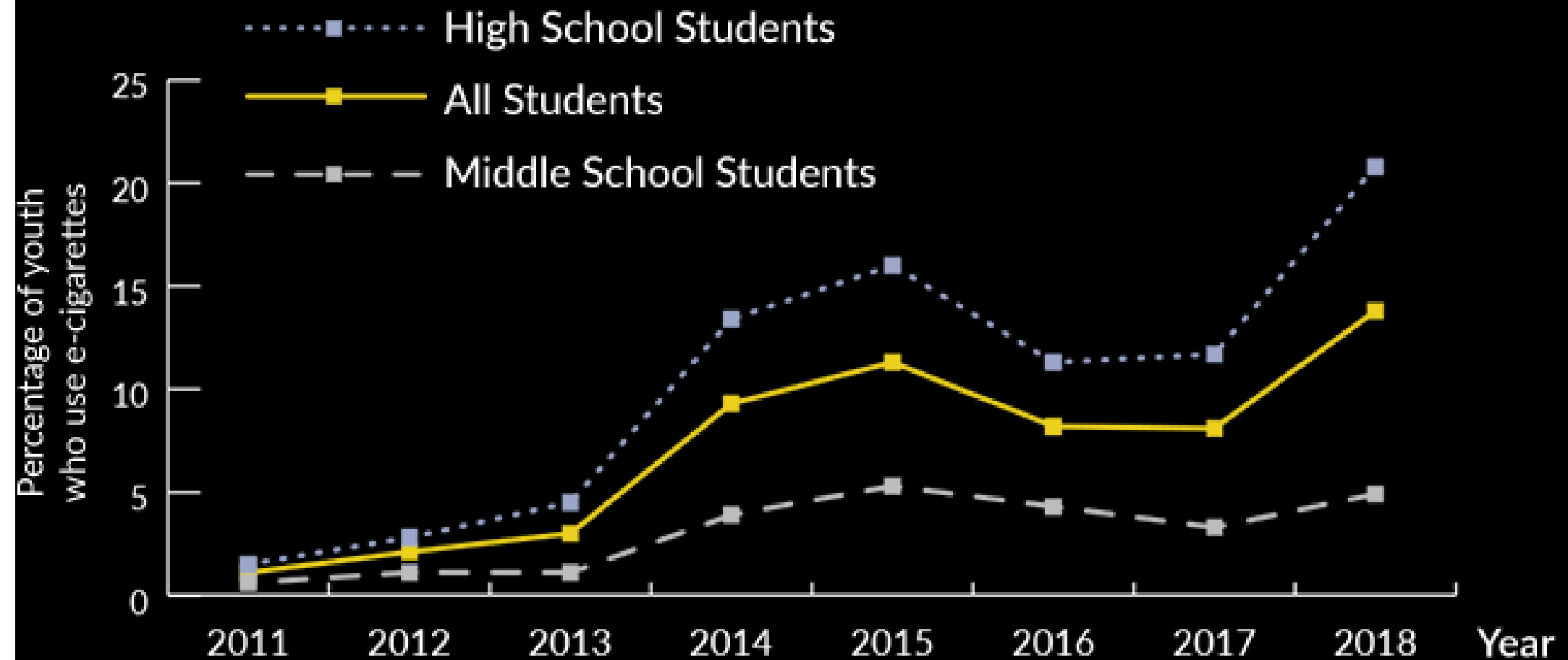
# Agenda

- What are e-cigarettes?
- Why are youth attracted to them?
- What's wrong with nicotine?
- What do we do?





# Growth in E-Cigarette Use



Source: National Youth Tobacco Survey 2011–2018

Notes: In 2014, changes were made to the e-cigarette measure to enhance its accuracy.









# Youth E-cigarette Initiation and Use



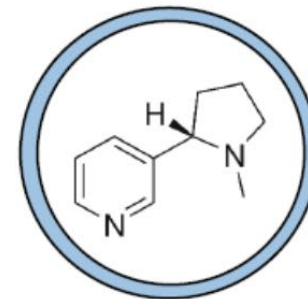
**Advertising**



**Flavors**



**Nicotine**



# Youth Exposure to E-cigarette Advertising



## E-CIGARETTE ADS

REACH NEARLY

# 4 IN 5

## U.S. MIDDLE AND HIGH SCHOOL STUDENTS

More than 20 million youth saw e-cigarette ads in 2016.

### PERCENT OF STUDENTS EXPOSED TO E-CIGARETTE ADS



### YOUTH EXPOSURE TO E-CIGARETTE ADS, 2016



RETAIL STORES

68.0% 17.7 MILLION



TELEVISION

37.7% 9.7 MILLION



INTERNET

40.6% 10.6 MILLION



NEWSPAPERS & MAGAZINES

23.9% 6.2 MILLION

Efforts to reduce youth exposure to e-cigarette ads are important to prevent and reduce youth use of these products.

Source: National Youth Tobacco Survey

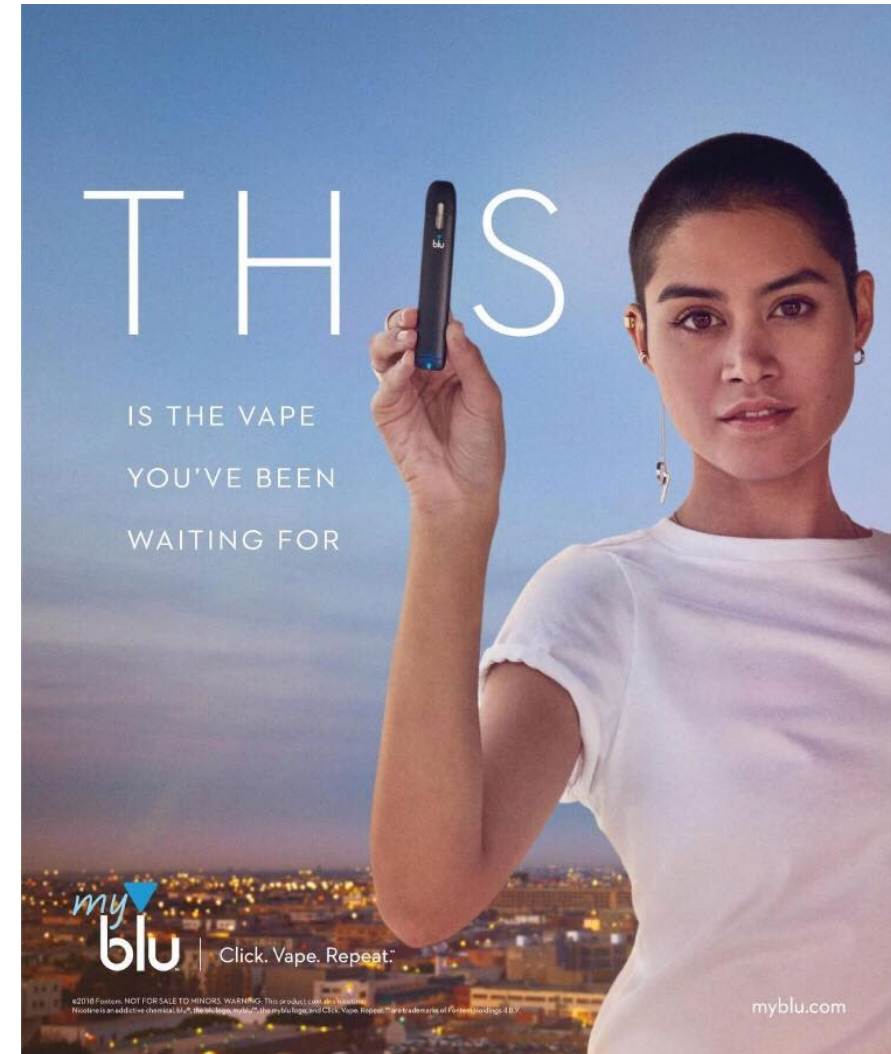





# JUUL Launch



# Who's the Target Audience?







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karrike baoma nakiag saltypod saltypod saltypod

63,168 1 DAY AGO

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# when you break out the mango JUUL pod

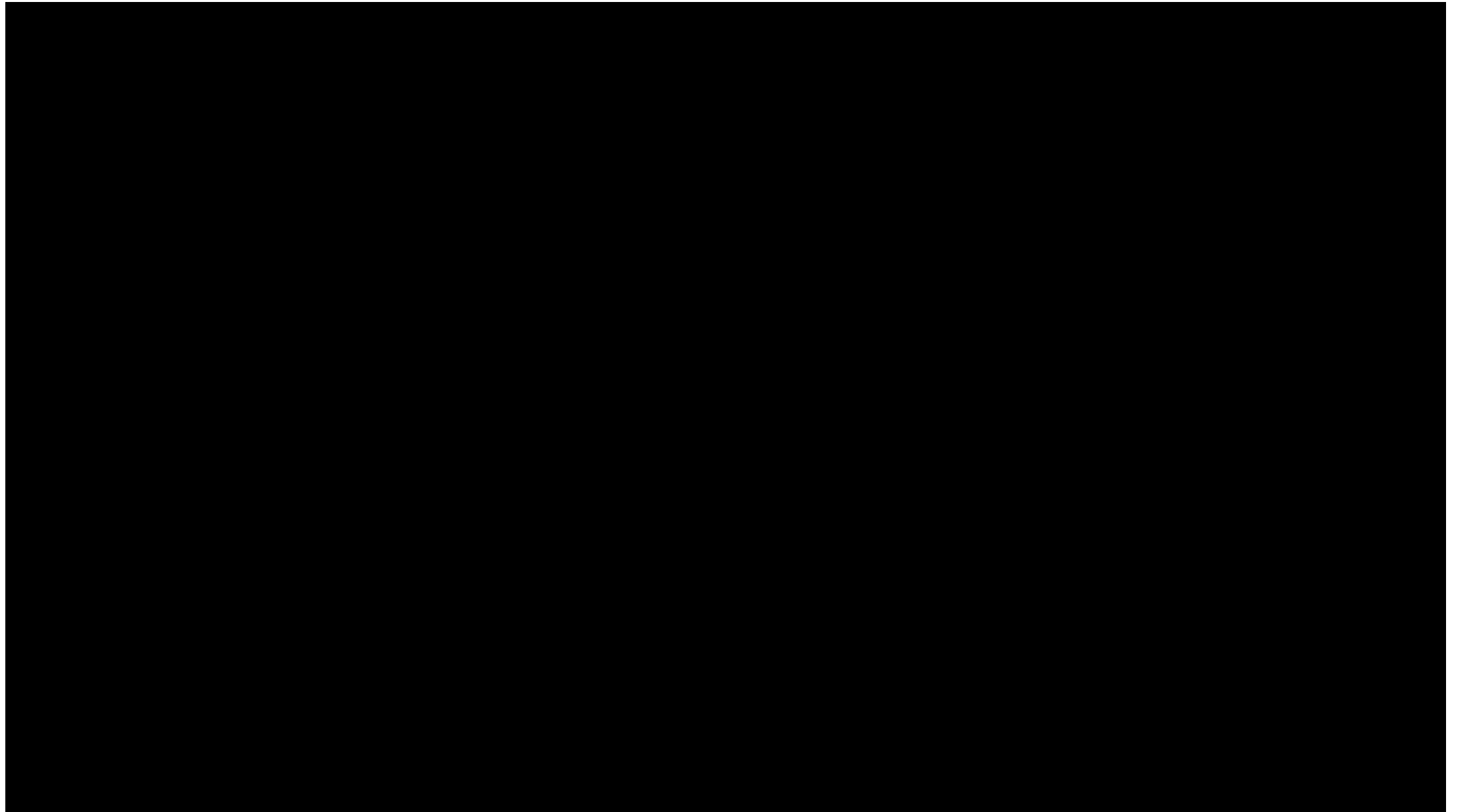


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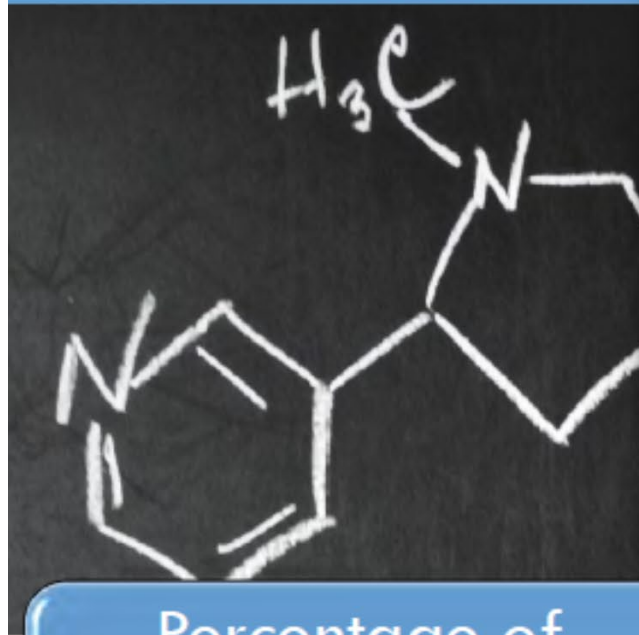




# Flavorings



# Sales Data Tell Another Story...



## Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015

King G, Merynck K, Gammon D, Rogers T, Coats E, Singh T, King B, "Sales of nicotine-containing electronic cigarette products: United States, 2015," American Journal of Public Health 107(5): 702-705, May 2017.

**OBJECTIVE:** To assess the proportion of electronic cigarette (e-cigarette) products sold in the United States that contain nicotine according to retail volume share.

**METHODS:** We obtained retail sales data from January 15, 2015, to December 12, 2015, from The Nielsen Company for convenience stores, supermarkets, mass merchandisers, drug, club, and dollar stores, and a cross-section of tobacco companies. The data did not include purchases from tobacco specialty shops, "vape shops," or online sources. Nicotine content was assessed by product type (disposable, refillable, and rechargeable), region, and flavor (based on nicotine strength label). Chemical Product Code (CPC) for the 36,794 of individual e-cigarette products, we conducted a market search for the 36,794 of individual e-cigarette products.

**RESULTS:** In 2015, 99.6% of e-cigarette products sold contained nicotine, including 99.6% of disposables, 99.7% of rechargeables, and 99.5% of refills. Of the 36,794 of flavored e-cigarette products and 99.4% of non-flavored e-cigarette products contained nicotine.

**CONCLUSIONS:** In 2015, almost all e-cigarette products sold in US convenience stores and other associated channels contained nicotine.

**PUBLIC HEALTH RELEVANCE:** Findings reinforce the importance of warning labels for nicotine-containing products, cigarette taxation, and nicotine use or sales to minors. (Am J Public Health 107(5): 702-705, May 2017. doi:10.2196/ajph.2016.028685)

**E**lectronic cigarettes (e-cigarettes) are devices capable of delivering nicotine, flavorings, and other substances to the user. E-cigarettes were the most commonly used tobacco product among US youth in 2014 and in nine countries and youth in high-income and young adults in the United States (1,2). E-cigarettes are available in a variety of forms, including disposable, rechargeable, and refillable. Disposable e-cigarettes are pre-filled with nicotine and flavoring and are discarded after use. Rechargeable e-cigarettes are pre-filled with nicotine and flavoring and are recharged after use. Refillable e-cigarettes are pre-filled with nicotine and flavoring and are refilled after use.

**IMPORTANCE:** E-cigarette use is increasing rapidly, and nicotine-containing e-cigarettes may be responsible for some of the increase in youth e-cigarette use. To address this gap, we used retail sales data from 2015 to assess the sales of nicotine-containing e-cigarettes.

### METHODS

E-cigarettes are sold in a variety of forms, including disposable, rechargeable, and refillable. Disposable e-cigarettes are pre-filled with nicotine and flavoring and are discarded after use. Rechargeable e-cigarettes are pre-filled with nicotine and flavoring and are recharged after use. Refillable e-cigarettes are pre-filled with nicotine and flavoring and are refilled after use. We conducted a market search for the 36,794 of individual e-cigarette products sold in the United States from January 15, 2015, to December 12, 2015, from The Nielsen Company (Nielsen). The Nielsen Company (Nielsen) is a market research company that provides data on consumer behavior and preferences. We used Nielsen's retail scanner data to identify e-cigarette products sold in convenience stores, supermarkets, mass merchandisers, drug, club, and dollar stores, and a cross-section of tobacco companies. The data did not include purchases from tobacco specialty shops, "vape shops," or online sources. Nicotine content was assessed by product type (disposable, refillable, and rechargeable), region, and flavor (based on nicotine strength label). Chemical Product Code (CPC) for the 36,794 of individual e-cigarette products, we conducted a market search for the 36,794 of individual e-cigarette products.

We categorized e-cigarette products into 3 main types: (1) disposables, (2) rechargeables, and (3) refills. Disposable e-cigarettes are pre-filled with nicotine and flavoring and are discarded after use. Rechargeable e-cigarettes are pre-filled with nicotine and flavoring and are recharged after use. Refillable e-cigarettes are pre-filled with nicotine and flavoring and are refilled after use. The analysis included e-cigarettes that do not contain a liquid.



Percentage of products that contained nicotine











- 99.6% of disposable e-cigarette sales
- 100% of rechargeable sales
- 99.5% of refill sales

Percentage that contained nicotine by product type

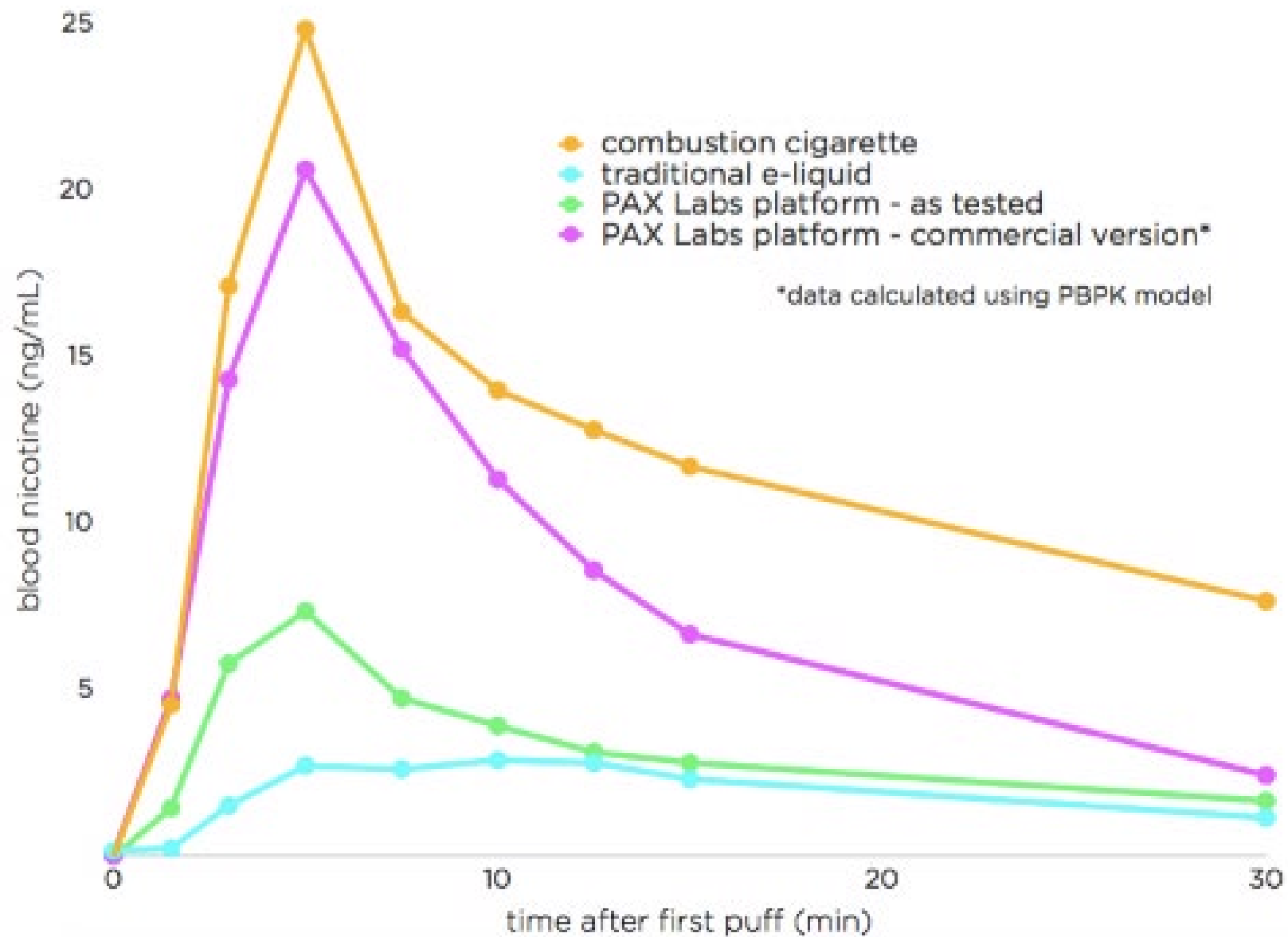
- 99.6% of all e-cigarette products sold
- 99.4% of flavored e-cigarette products
- 99.9% of non-flavored e-cigarette products

Source: Marynack, K.L.; Gammon, D.G.; Rogers, T.; Coats, E.M.; Singh, T.; King, B.A., "Sales of nicotine-containing electronic cigarette products: United States, 2015," American Journal of Public Health 107(5): 702-705, May 2017.



		Amount	Equivalent
1 pack cigarettes		20 cigarettes (contains 8 mg per cigarette, but only inhale 1 mg)	
1 JUUL pod		0.7 mL pod "5% nicotine by volume"	 
1 PHIX pod		1.5 mL pod "5% nicotine by volume"	   

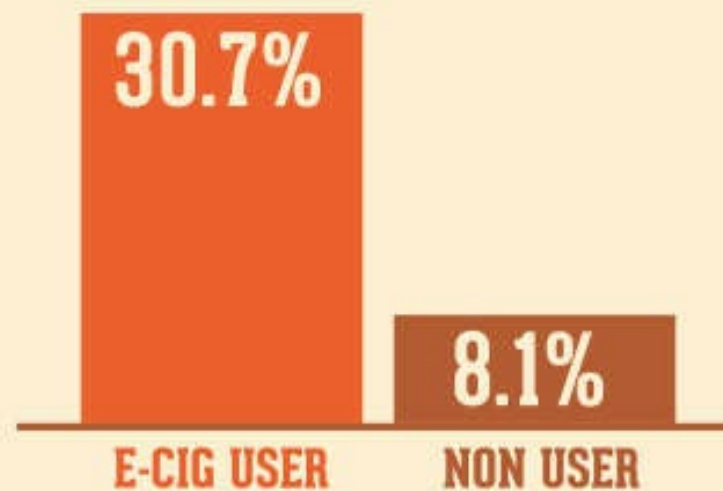
**ALL SALT-BASED E-JUICE/LIQUID CONTAINS NICOTINE!**





## TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.\*<sup>2</sup>

Start Smoking Within 6 Months



\*Includes combustible tobacco products [cigarettes, cigars, and hookahs]



# Definitions

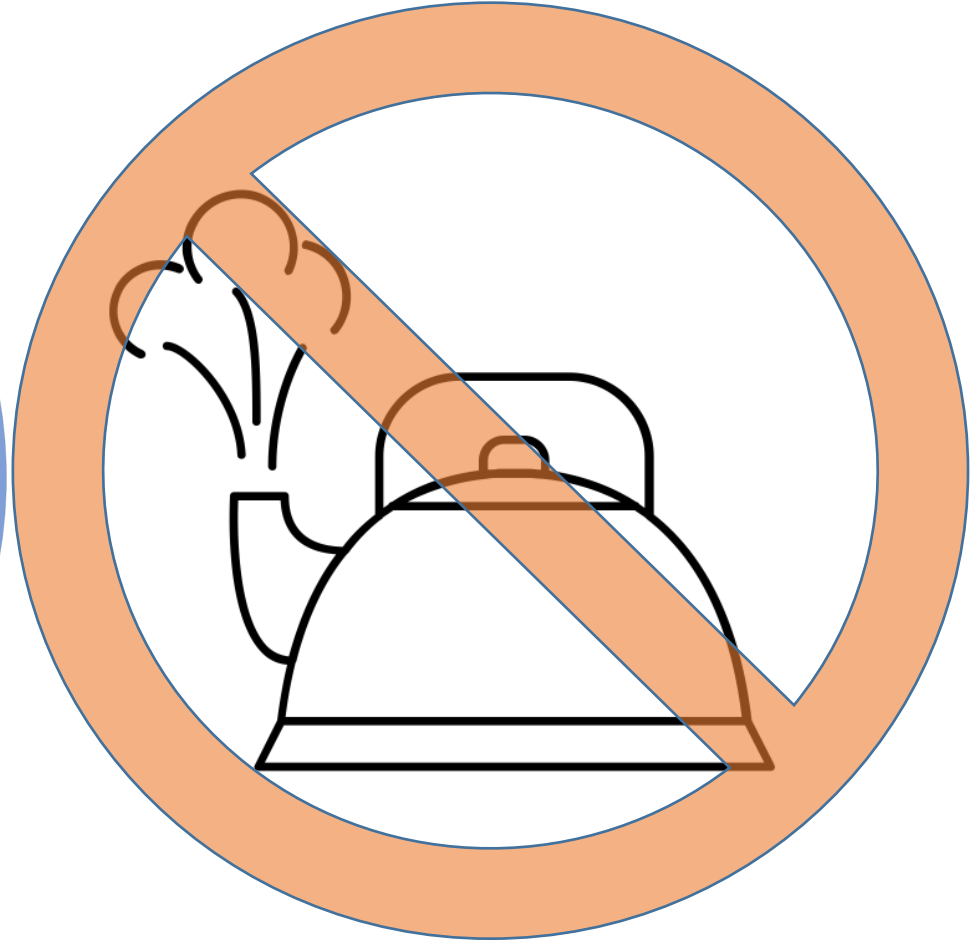


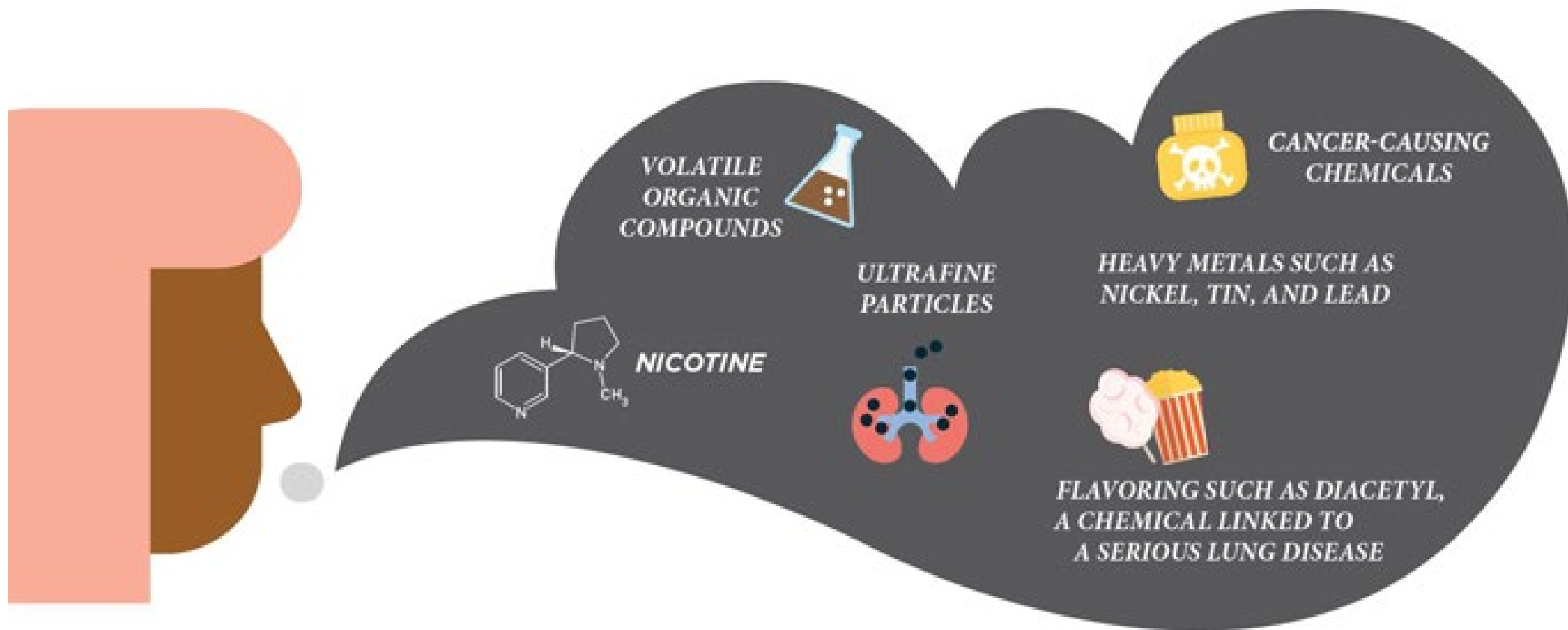
**GAS:** A substance with indefinite expansion. When you let a gas out of its bottle, it will usually keep spreading out until it's completely mixed with the air.

**VAPOR:** It can mean the same as gas, but it may also be used to describe a visible exhalation, such as steam or fog.

**AEROSOL:** A mixture of liquid particles suspended in a gas. Instead of just mixing with the air like a pure gas, aerosols can leave drops behind.

# It's an Aerosol, Not a Vapor









# What's in E-Cig Aerosol?

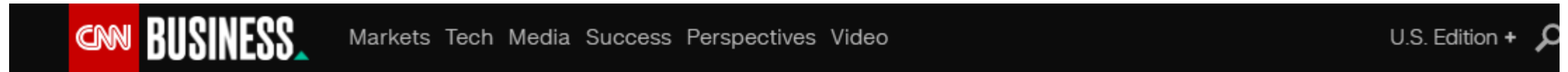
- Propylene glycol
- Glycerin
- Flavorings (many)
- Nicotine
- NNN
- NNK
- NAB
- NAT
- Ethylbenzene
- Benzene
- Xylene
- Toluene
- Acetaldehyde
- Formaldehyde
- Naphthalene
- Styrene
- Benzo(b)fluoranthene
- Chlorobenzene
- Crotonaldehyde
- Propionaldehyde
- Benzaldehyde
- Valeric acid
- Hexanal
- Fluorine
- Anthracene
- Pyrene
- Acenaphthylene
- Acenaphthene
- Fluoranthene
- Benz(a)anthracene
- Chrysene
- Retene
- Benzo(a)pyrene
- Indeno(1,2,3-cd)pyrene
- Benzo(ghi)perylene
- Acetone
- Acrolein
- Silver
- Nickel
- Tin
- Sodium
- Strontium
- Barium
- Aluminum
- Chromium
- Boron
- Copper
- Selenium
- Arsenic
- Nitrosamines,
- Polycyclic aromatic hydrocarbons
- Cadmium
- Silicon
- Lithium
- Lead
- Magnesium
- Manganese
- Potassium
- Titanium
- Zinc
- Zirconium
- Calcium
- Iron
- Sulfur
- Vanadium
- Cobalt
- Rubidium





- “We don’t think a lot about addiction here because we’re not trying to design a cessation product at all ... anything about health is not on our mind.”

Does the maker of Marlboro cigarettes want to end smoking?



## **The biggest American cigarette company buys a \$13 billion stake in the biggest e-cigarette startup**



By [David Goldman](#), [CNN Business](#)

Updated 9:33 AM ET, Thu December 20, 2018





# Challenges to Quitting

- Physical addiction to nicotine
- Emotional and psychological connections
- Behavioral habits
- Social connections





# Signs of Addiction

- Cravings, or feeling like they really need to use tobacco
- Going out of their way to get tobacco
- Feeling anxious or irritable if they want to use tobacco but can't
- Continuing to use tobacco because it is hard to stop

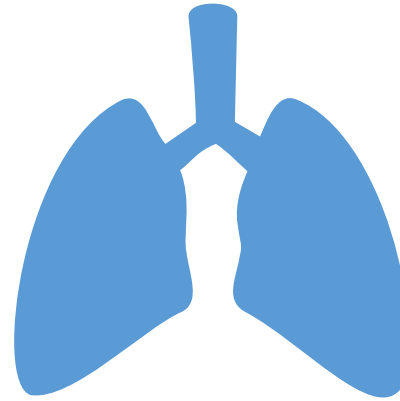
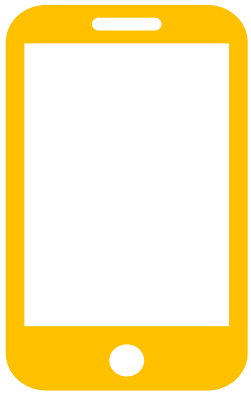


# Increase Motivation to Quit

- How is quitting **relevant** to you?
- What do you know about the **risks**?
- What would be **rewarding** about quitting?
- What **roadblocks** are there to quitting?
- **Repeat! Repeat! Repeat!**



# Beat Your Cravings!





But what about my friends?





# Resources to Quit

- “QUITKY” to 797979
- [www.quitnowky.org](http://www.quitnowky.org)
- “QUIT” to 202-804-9884
- [www.thisisquitting.org](http://www.thisisquitting.org)
- Smokefree.teen.gov



# Barriers to Reducing Tobacco Use

- Tobacco easily accessible
- Smoking in public legal
- Unfettered advertising
- Poor access to cessation help

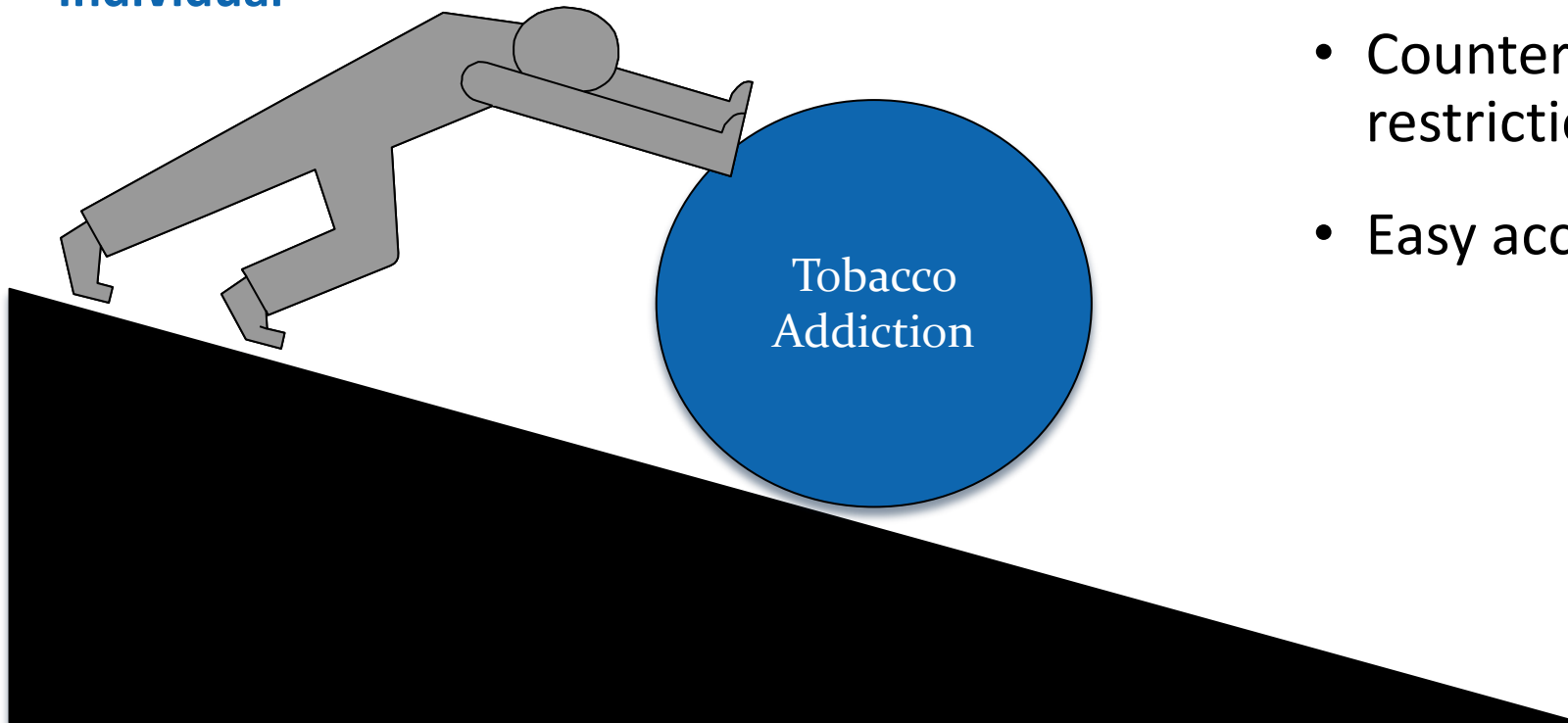
Individual



# Facilitators to Reducing Tobacco Use

- Tobacco more expensive and less accessible
- Smoke-free policies
- Counter-marketing and promotion restrictions
- Easy access to help

Individual





# Citations

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# Thank you!



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