

The Truth About “JUULs”

the latest electronic smoking device

What is a JUUL?

A JUUL (pronounced ‘jewel’) is an electronic smoking device that looks like a long USB flash drive. JUULs are similar to e-cigarettes and vape pens, but contain a lot more nicotine.

How does a JUUL work?

JUULs are battery-operated devices. Like other types of e-cigarettes, the battery heats up the e-liquid to produce an aerosol that the user inhales. JUULs have 3 main components including:

1. JUULpod—which contains the e-liquid (chemicals, flavorings, and nicotine) and serves as the mouthpiece
2. Rechargeable battery
3. External charger

Why are we concerned about people using JUULs?

“JUULing” (the act of using a JUUL) has become very popular among teens and young adults. One JUUL pod contains the *same amount of nicotine as 1 pack of cigarettes* which is especially dangerous for developing brains. The Truth Initiative (a non-profit agency working on reducing tobacco use in youth) found that:

- 18% of students (ages 12-17) have seen JUULs used in school.
- 63% of JUUL users (ages 15-24) didn’t know JUULs always contained nicotine.
- Adolescents and young adults who use e-cigarettes are 4 times more likely to use conventional cigarettes.

For more information: Visit: <https://truthinitiative.org/news/what-is-juul> or contact TJHD Tobacco Control Coordinator at (434) 270-4058



2/19

Health  Whys

A public health message from
www.tjhd.org

Follow us on
Facebook



VDH VIRGINIA
DEPARTMENT
OF HEALTH
Protecting You and Your Environment

You can find this and other timely public health tips and events on the Thomas Jefferson Health District (TJHD) Facebook page. Check us out and “like us!”