

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



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