

Sales & Marketing

- * E-cigarettes are being promoted in ways traditional cigarettes legally cannot.
- * There are ads featuring celebrities in magazines, T.V. and radio.
- * Some ads for e-cigarettes encourage smokers to use the product where they can't use traditional cigarettes.
- * The largest tobacco companies have purchased or created their own e-cigarettes and are heavily promoting them.

Youth Appeal

- * E-juice comes in flavors such as; cotton candy, cherry crush, gummy bear, fruit loop and cinnamon toast crunch.
- * Based on the types of flavors and marketing tactics alone, it is no wonder that the number of youth who have tried e-cigarettes tripled from 2011 to 2013.

Confusion

Can you tell the difference?



*For more information about
E-cigarettes:*

**Contact us at
(319) 356-6040**

and ask for our tobacco health educator

Created with funding from the Iowa Department of Public Health
Division of Tobacco Use Prevention and Control.

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**Public Health
Johnson County Public Health**

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Understanding E-Cigarettes



**Johnson County
Public Health**



What are e-cigarettes?

- * *E-cigarettes (electronic cigarettes or vaporizers) simulate the experience of conventional cigarettes.*
- * *They are battery-operated and deliver nicotine to the user by heating liquid nicotine, derived from tobacco plants, along with flavors and chemicals, into an inhaled vapor.*
- * *The nicotine found in e-cigarettes is highly addictive, has immediate bio-chemical effects on the brain and body at any dosage, and is toxic in high doses.*
- * *There are hundreds of brands and styles that come in all shapes and sizes. Some look like pens or traditional cigarettes and others are brightly colored with designs.*

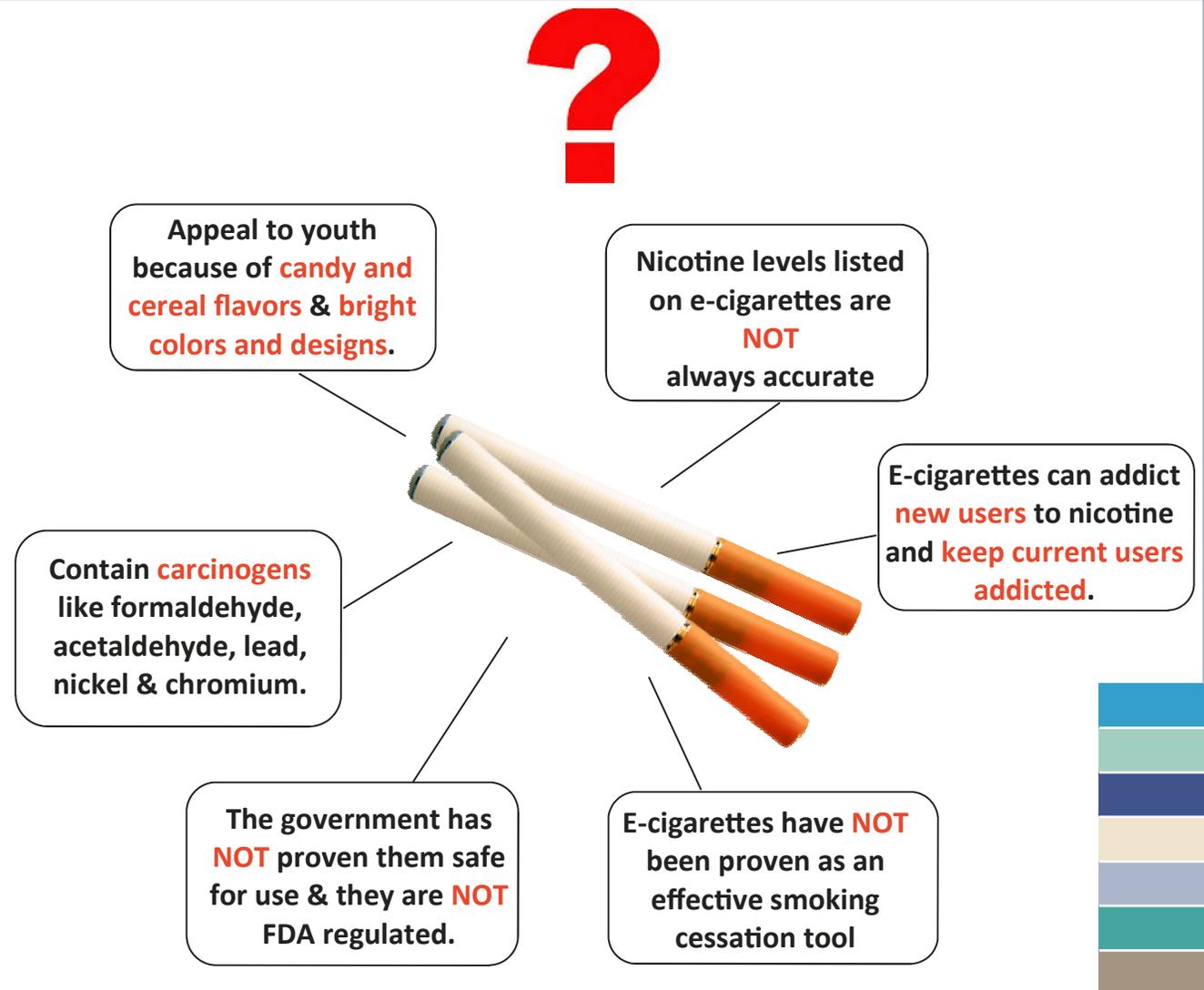
Hazardous Contents

- * There is no evidence the vapor emitted by e-cigarettes is safe for non-users to inhale.
- * In fact, studies have found the presence of tobacco-related carcinogens, metals and other chemicals.
- * One study found the chemical diethylene glycol, an ingredient used in antifreeze and toxic to humans.

Exposure to Secondhand Vapor

- * People inhaling the secondhand smoke from these devices have measurable levels of nicotine in their blood.
- * Studies has concluded exposure to vapor from e-smoking devices may cause passive or secondhand vaping.
- * E-cigarettes release numerous detectable levels of several significant carcinogens and toxins compounds into the indoor environment.
- * E-cigarette users not only ingest, but also emit toxins and harmful ultrafine and fine particles, posing potential health risks to those nearby.

Quick facts about e-cigarettes



Renormalization of Tobacco Use

These products have been gaining popularity and have the potential to renormalize tobacco use and addict a new generation of smokers.

