

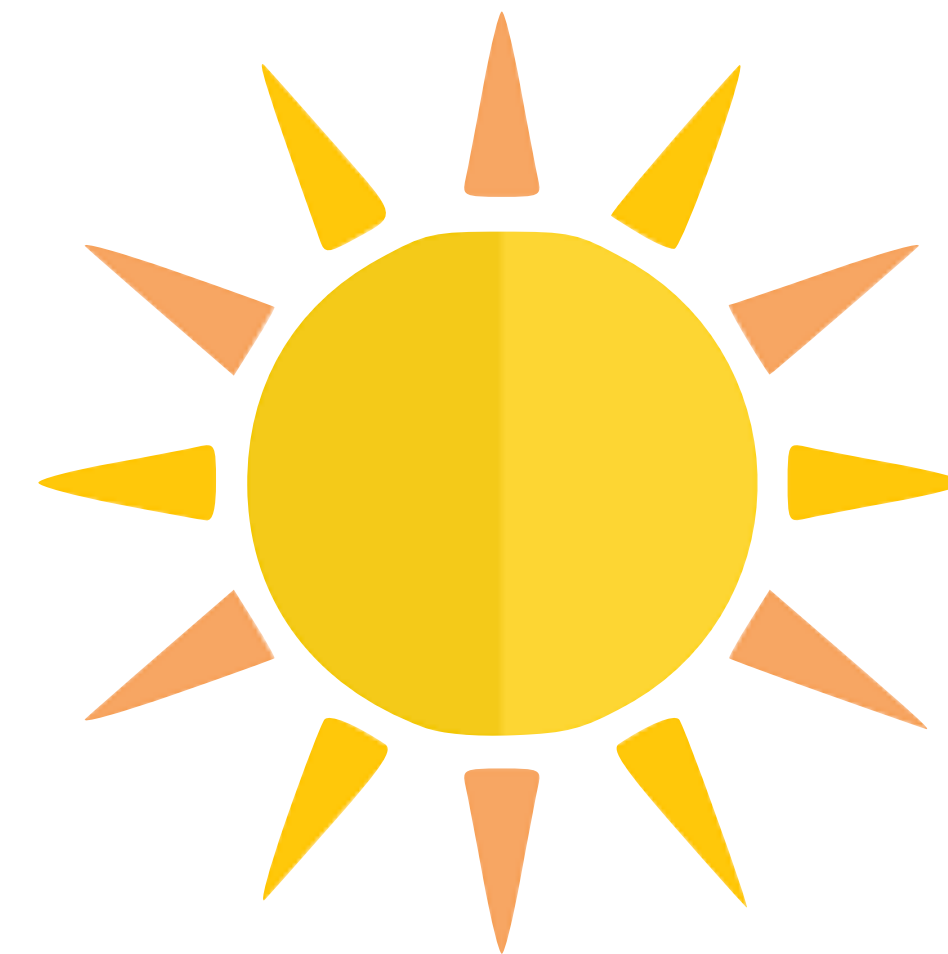
# Up In Smoke:

the truth about vaping

Presented by:  
Andy Duran, Executive Director  
LEAD



F•R•I•E•N•D•S











F.R.I.E

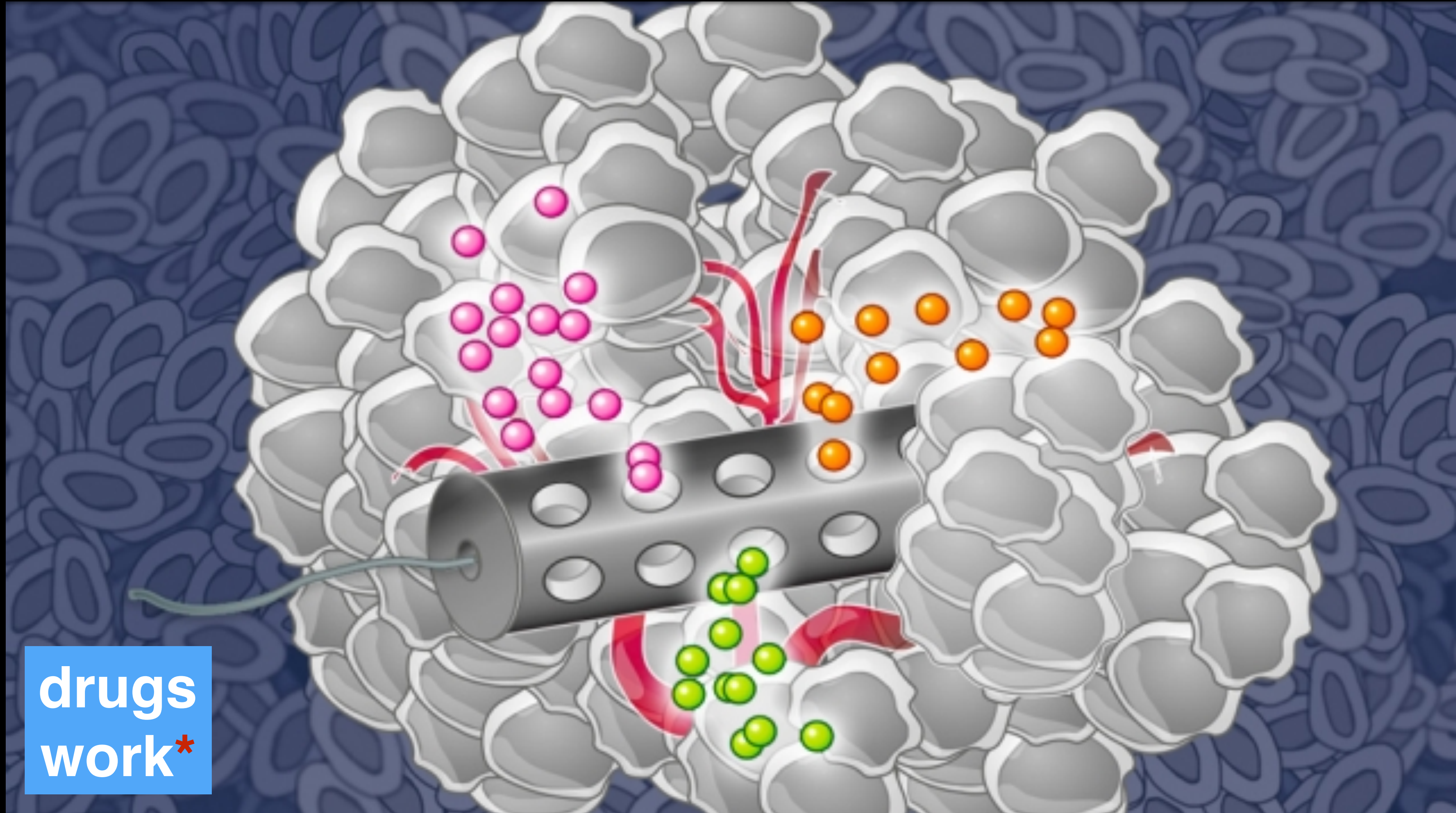
## Substance Use Disorder

Addiction is a complex condition, a brain disease that is manifested by compulsive substance use despite harmful consequence. People with addiction (severe substance use disorder) have an intense focus on using a certain substance(s), such as alcohol or drugs, to the point that it takes over their life. They keep using alcohol or a drug even when they know it will cause problems. Yet a number of effective treatments are available and people can recover from addiction and lead normal, productive lives.

~~Add~~  
some

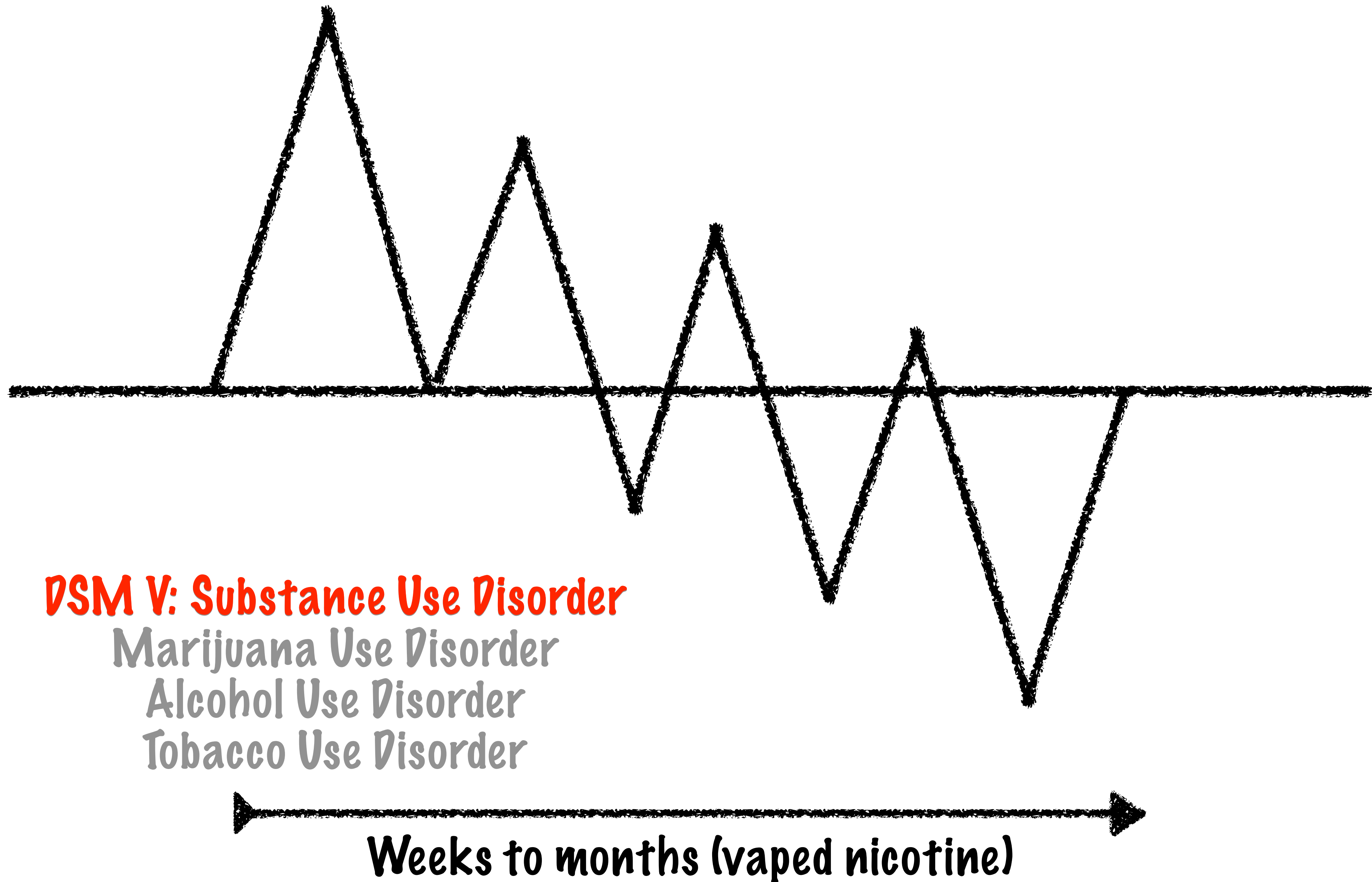
ing  
you

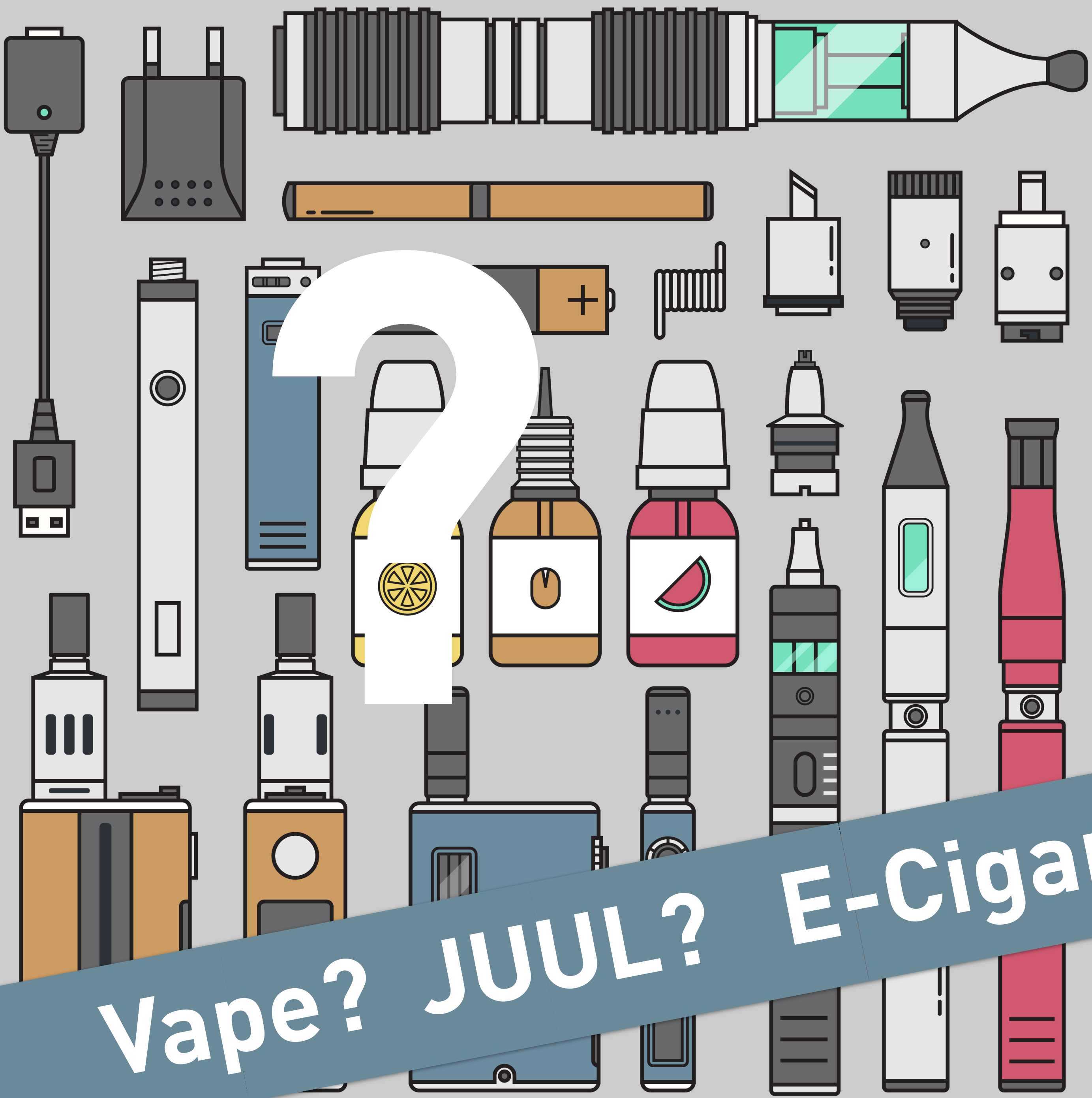
Don't talk about what **CAN** happen.



drugs  
work\*

Let's talk about what **DOES** happen.





Vape? JUUL? E-Cigarette?







Gunmetal



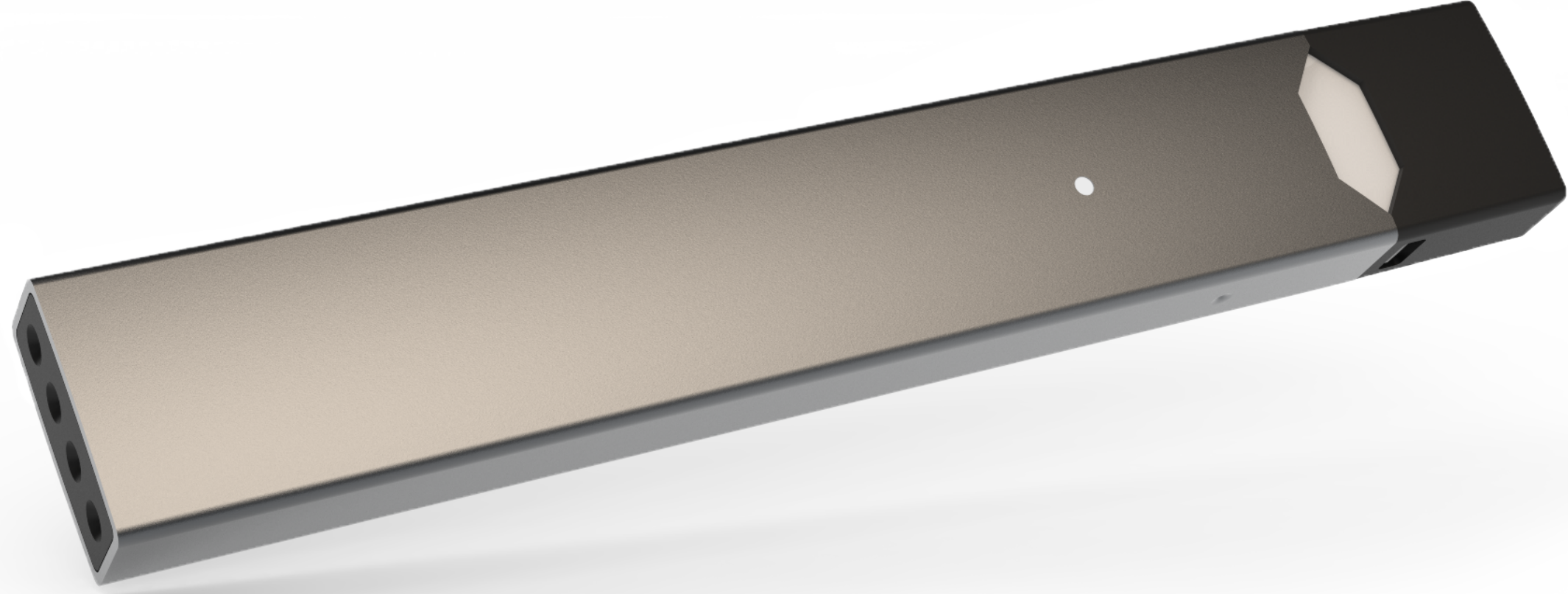
Black



Pink



Cherry



# E-Cig 4-wk Share Performance Overall

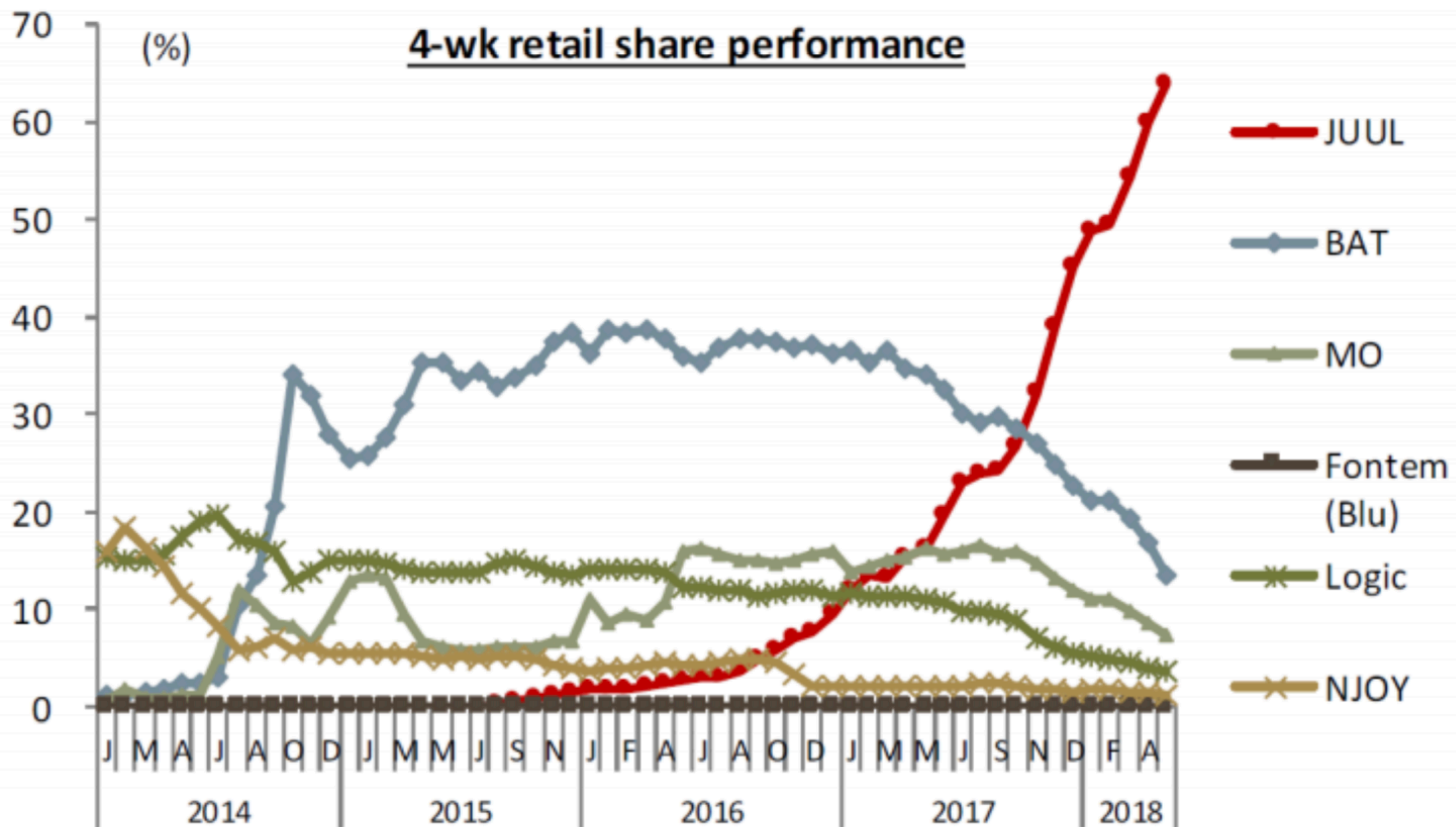


Figure 1: E-Cigarette Market Share 2014-2018

# Why Do Some Teens Vape?

It's safer than \_\_\_\_\_

It's "not as bad as" \_\_\_\_\_

**The chemicals aren't harmful**

Everyone is doing it!

**It's not addictive!**

I can't get in trouble.

**It's just flavored water.**



We Know They're Harmful

**FALSE**

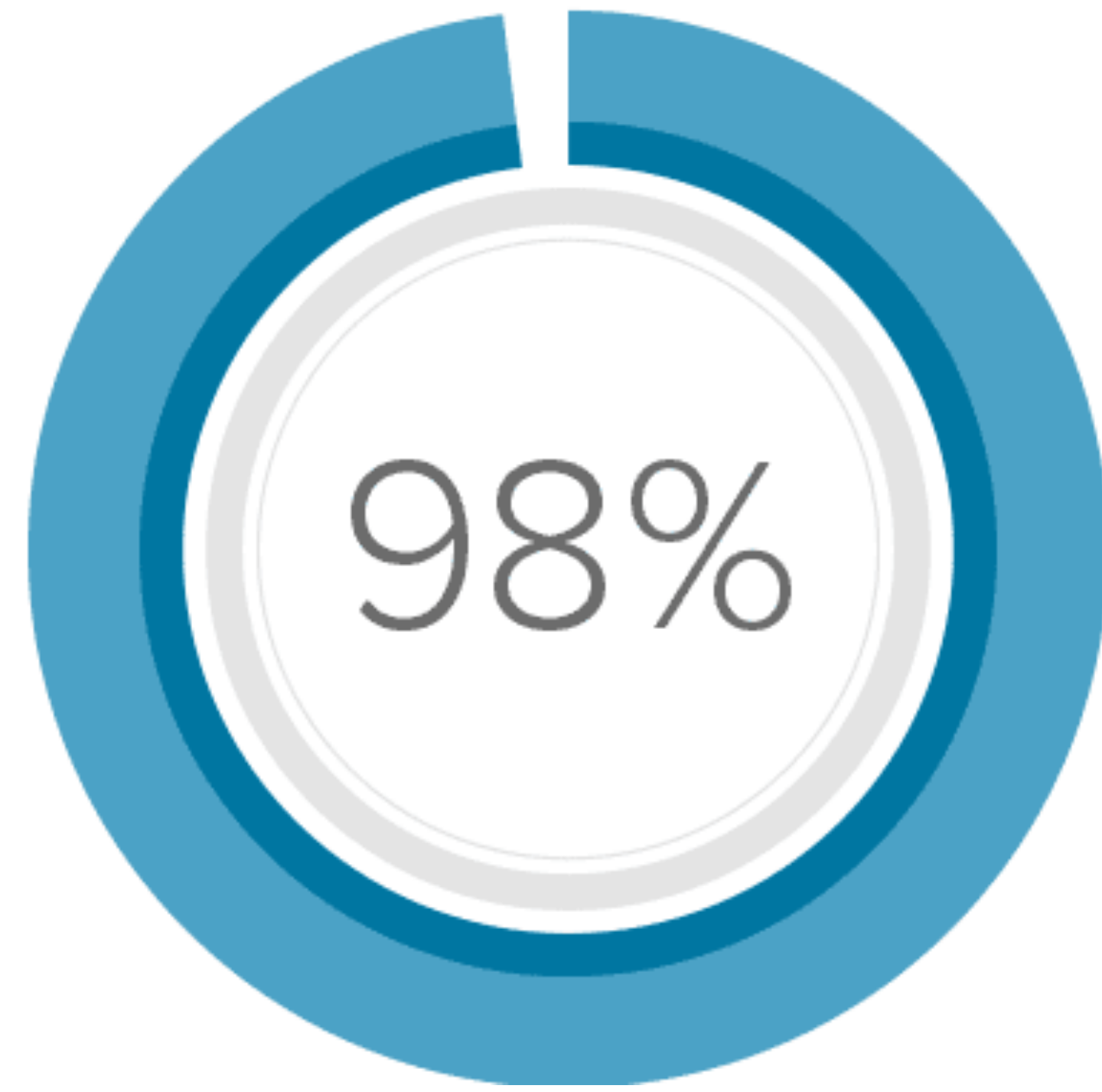
“Our P

increases... risk  
of cancer

♥ - Your “friends” at the vape industry

# No Tobacco?

**Nicotine**



Search by keyword

JUUL

FAQ

---

FAQs

Age Policy

Getting Started

Autoship

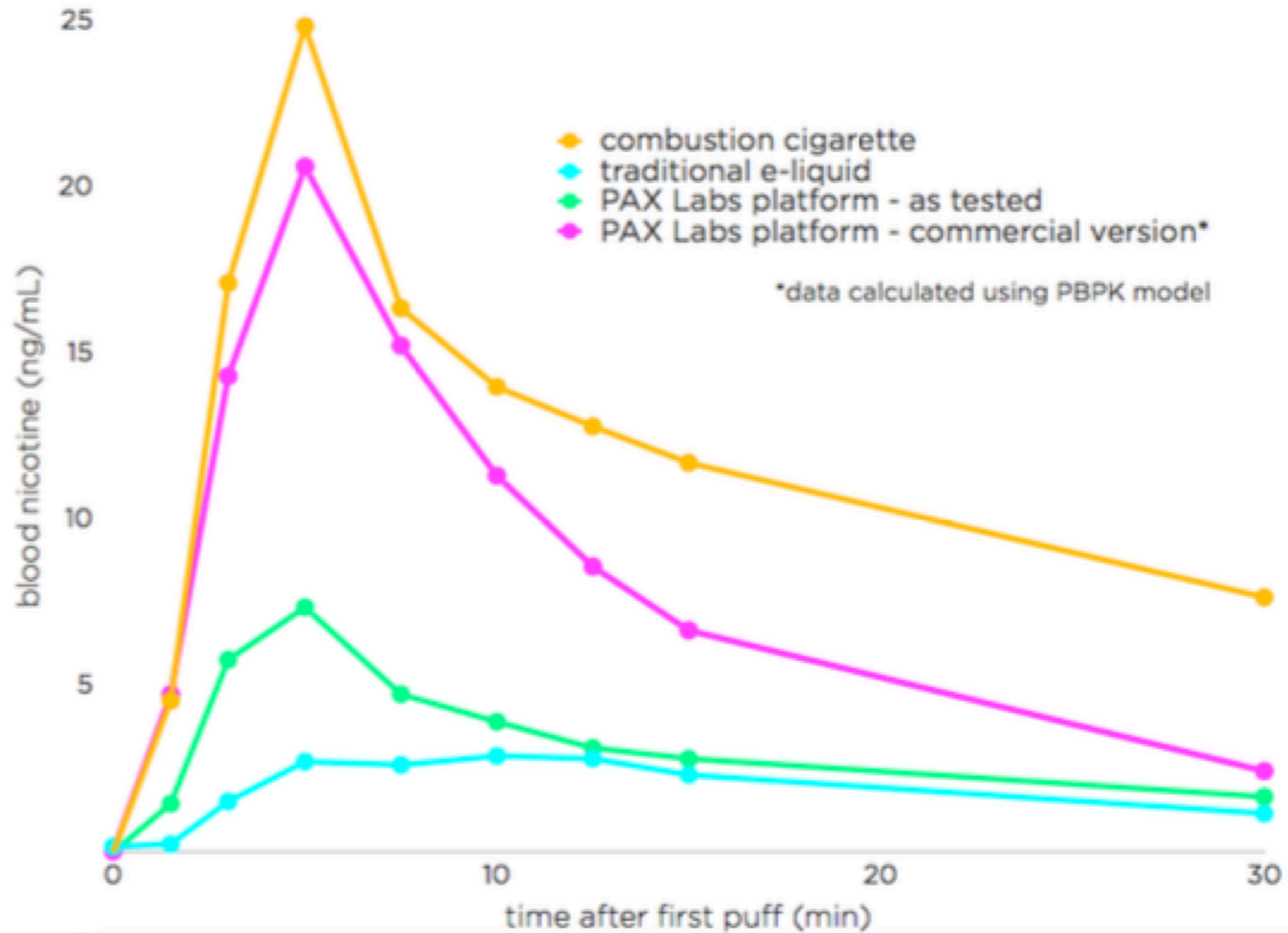
Contact Support

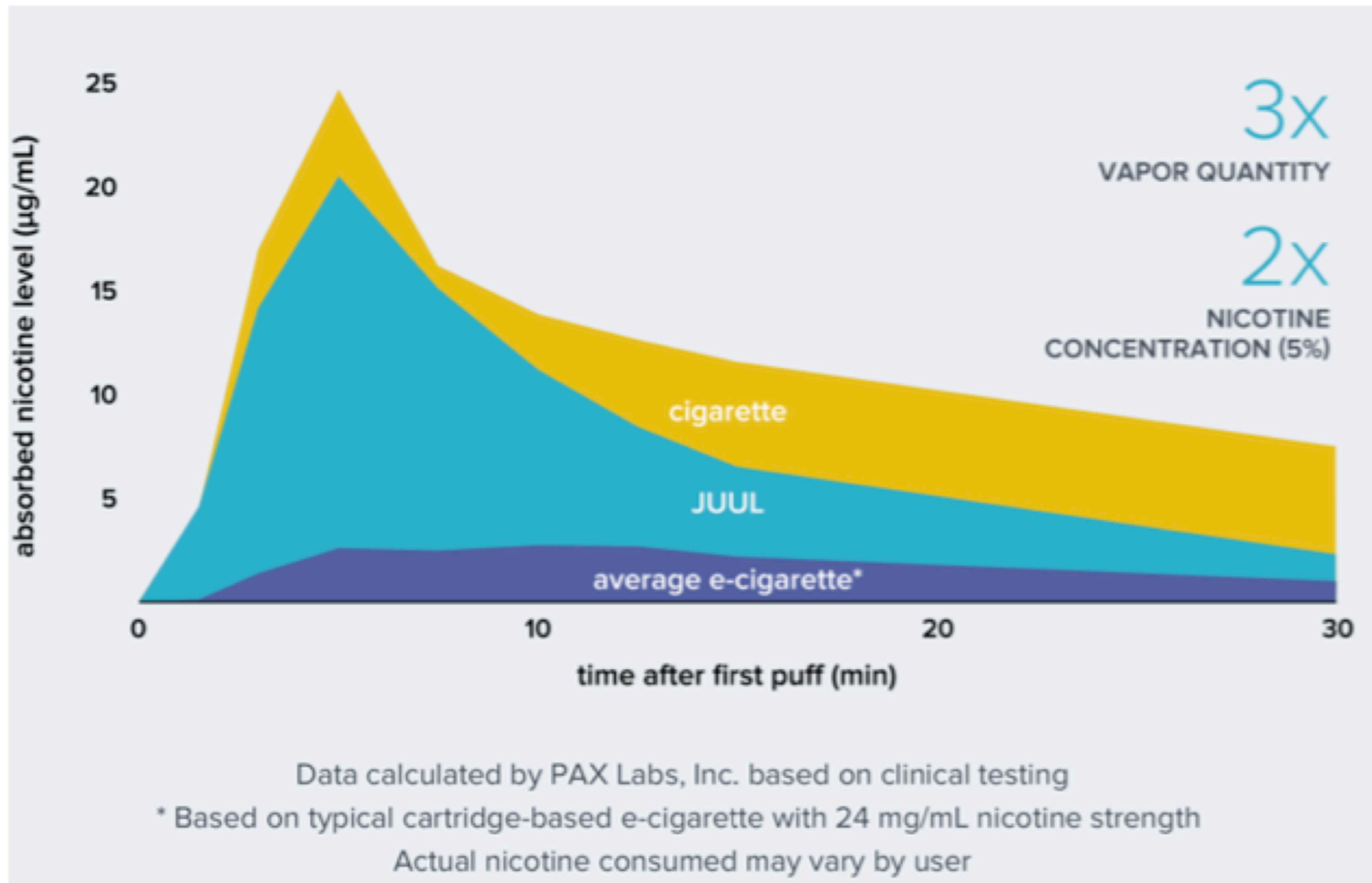
Warranty

## Are you going to make a non-nicotine e-liquid?

At this time all our JUULpods include nicotine.

Our Product team is constantly working on new developments but we currently do not offer non-nicotine options. Please subscribe to our newsletter To keep up with the latest JUUL developments.





*Figure 4: JUUL's website information comparing nicotine levels to cigarettes*

# We Know They're Harmful

Even without T

**TRUE**

en  
!"

determine if a product  
increases  
risk  
of cancer



- Your "friends" at the vape industry

# **We Know They're Harmful**

**Cause  
Cancer?**

**Cancer takes years to  
develop.  
Can take 15-20 years to  
determine if a product  
increases a person's risk  
of cancer**

We Know They're Harmful

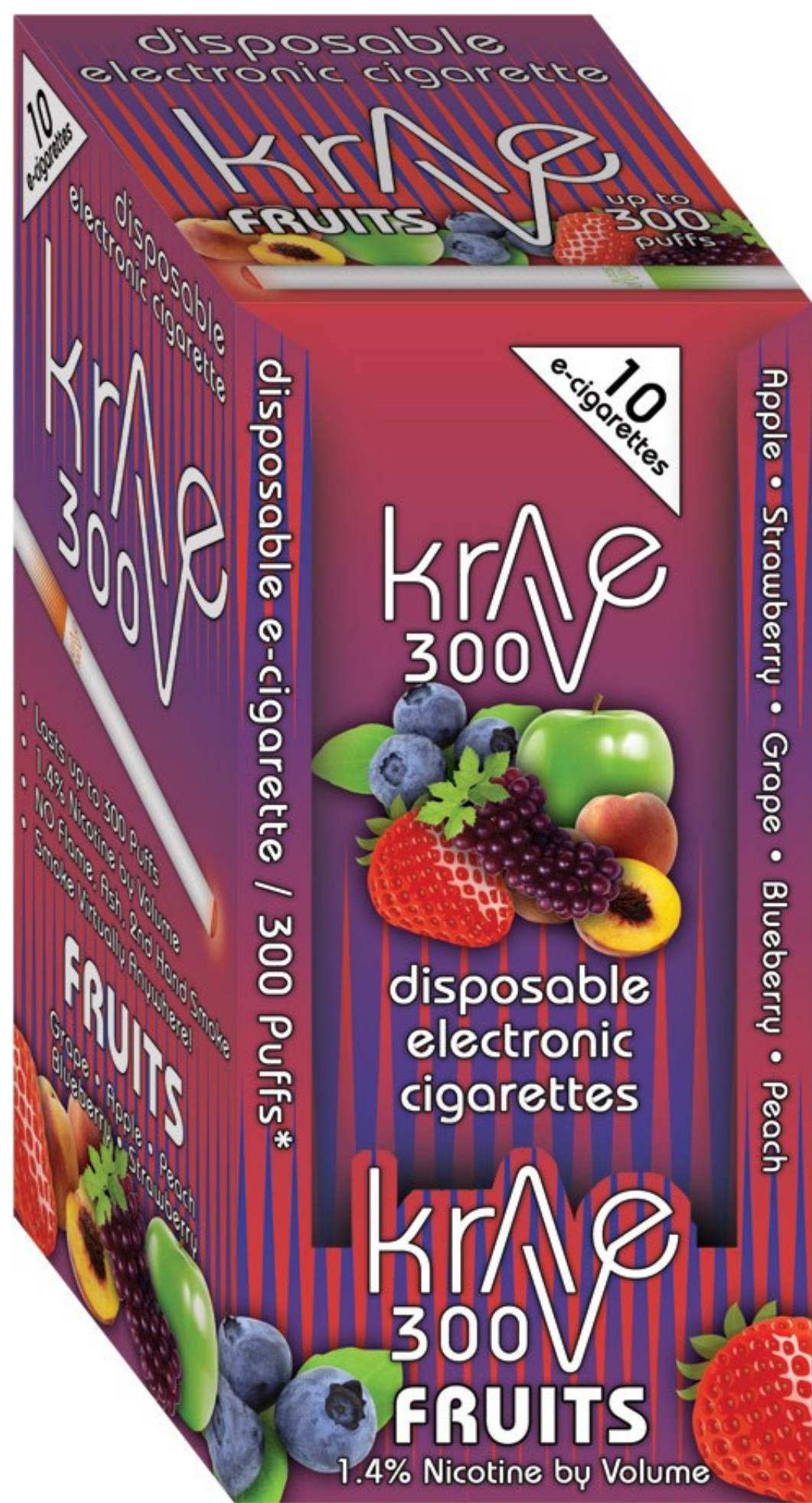
**FALSE**

ONLY made to "switch"

♥ - Your "friends" at the vape

...s. We want

increased... industry... risk... cancer



VAPORTRIM



Inhale Flavor  
Curb Cravings  
Lose Weight

**Vanilla  
Cupcake**



~ 0 Calories ~

# Vanilla Cupcake



**0 Calories | 50 Servings**



**“I DONT ALWAYS VAPE,  
BUT WHEN I DO, I CHOOSE VAPOR SHARK.”**

**- KRIS KRINGLE**



005472

 CLEAR CHANNEL

A portrait of Adam Bowen, JUUL Co-Founder, wearing a blue button-down shirt. A speech bubble is positioned to the right of his head, containing the text "We don't market to kids!".

We don't market  
to kids!

**Adam Bowen**  
JUUL Co-Founder



# KOOL

AND THEN SOME.

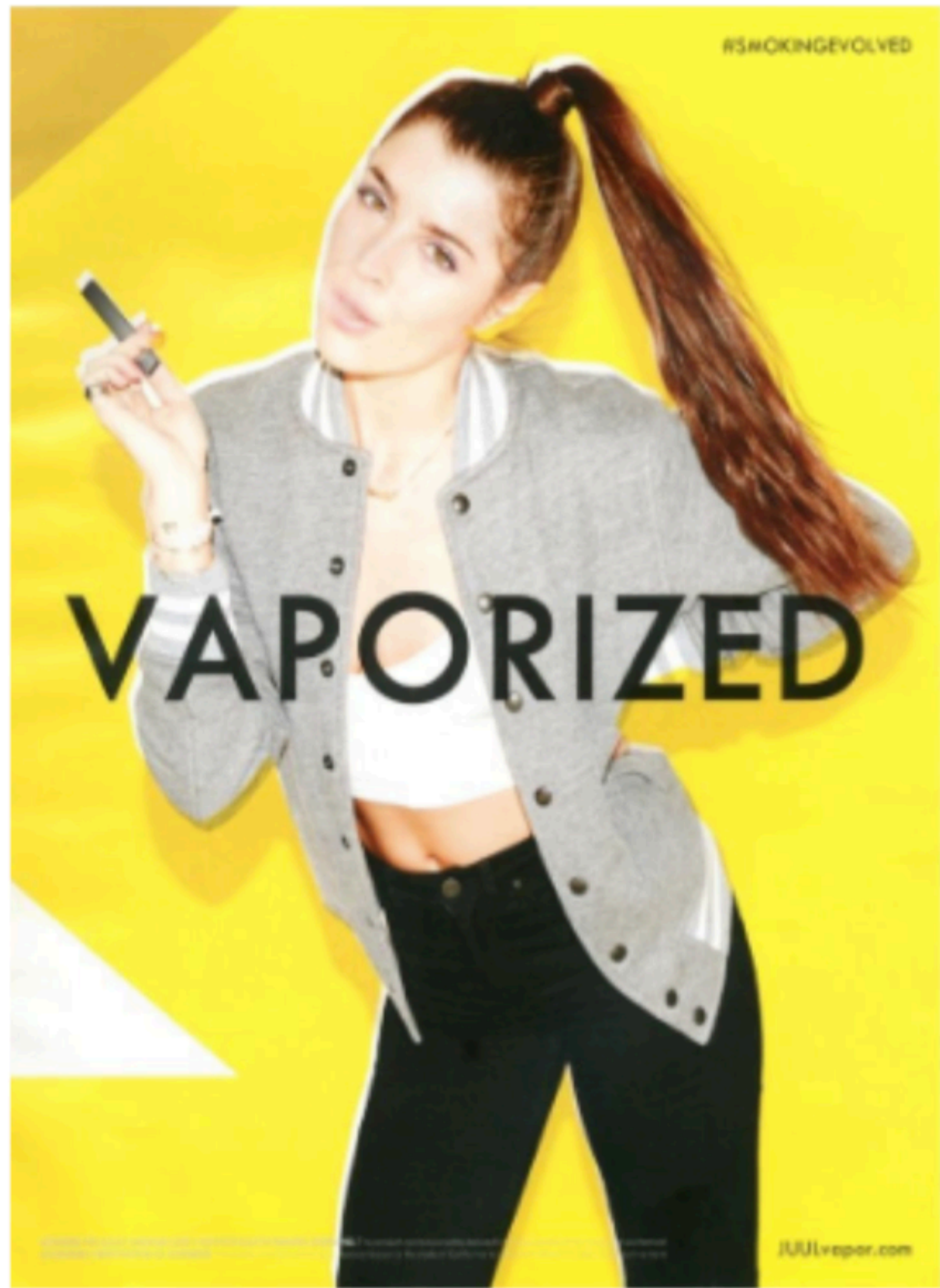


Kings, 16 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method. ©2009 B&W T Co.

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

#SMOKINGEVOLVED

# VAPORIZED



[JUULvapor.com](http://JUULvapor.com)





WARNING: This product contains nicotine. Nicotine is an addictive chemical.



The lady in the chic chapeau may have let her enthusiasm go to her head. Yet, who can blame her? So many smart Parliaments smokers want everyone to know their cigarette is special. The crush-proof box... choice tobacco... luxurious flavor... the famous Mouthpiece that keeps the filter recessed a full quarter-inch away from your lips. With Parliaments, only the flavor touches your lips!

You're so smart to smoke Parliaments



ONLY THE FLAVOR TOUCHES YOUR LIPS

SMOKING EVOLVED

SHOP JUUL



Simple, smart, intensely satisfying

**L&M** has *Everything!*



**SUPERIOR FILTER**

Only L&M gives you the superior filtration of the Miracle Tip, the purest tip that ever touched your lips. It's white...all white...pure white!

**SUPERIOR TASTE**

Only L&M gives you the fully satisfying flavor of L&M's superior tobacco—especially selected for filter smoking. Tobacco that are richer, tastier... yet light and mild... low in nicotine.

PURE WHITE  
*Miracle Tip*



ART BY JACQUES PATR

L&M is America's **Best Filter** Cigarette!

JUUL

SMOKING EVOLVED

STARTER KITS  
\$49.99



**BUILT TO SATISFY**

The right nicotine strength and vapor quality to provide a powerful and smooth experience. Controlled power and temperature allow for a smooth delivery system. Liquid-to-wick cartridge system ensures thick, consistent, flavorful vapor.

NOW AVAILABLE ONLINE & IN-STORE  
FREE SHIPPING ONLINE FOR DOMESTIC ORDERS +\$25

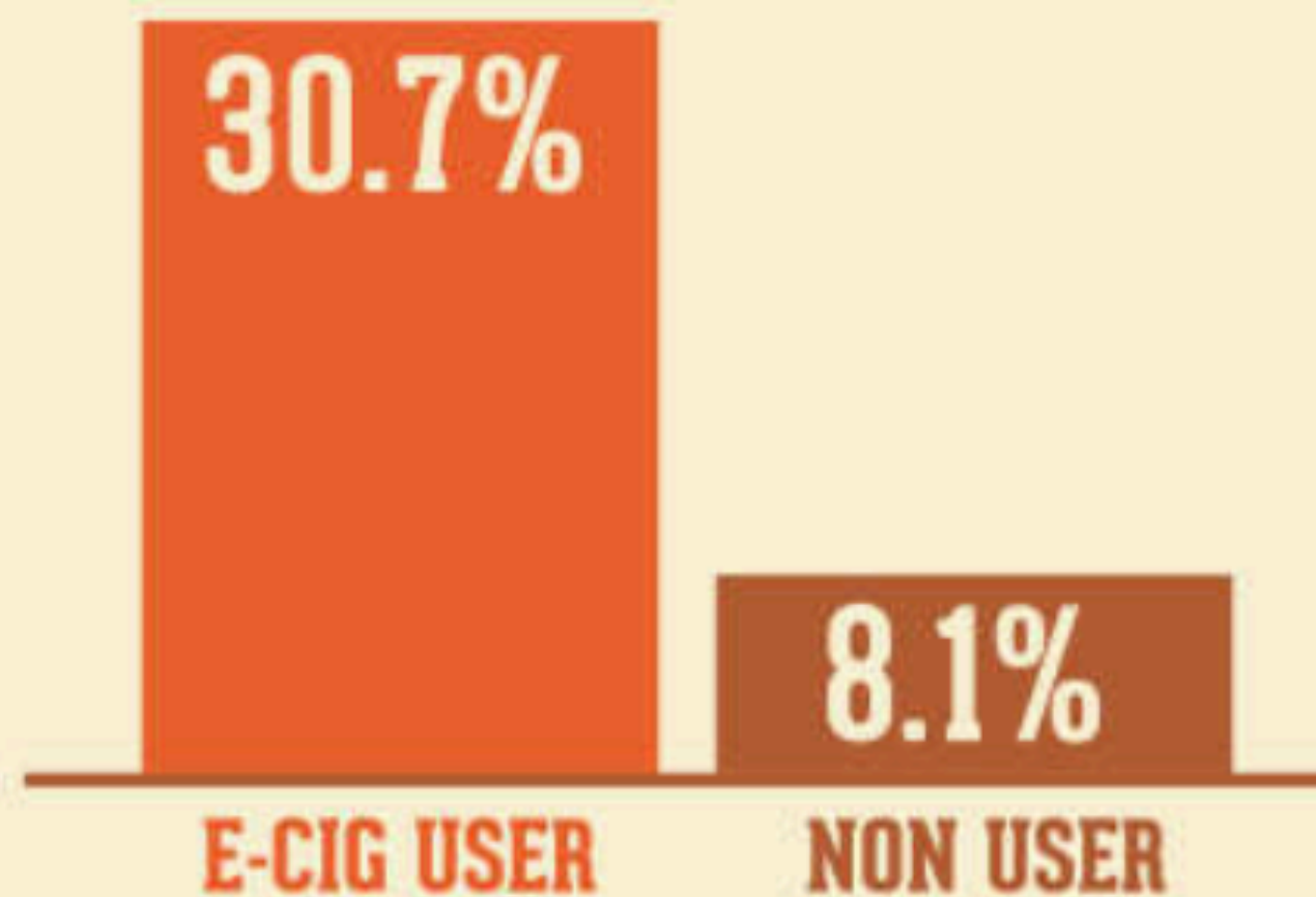
[WWW.VAPORSHARK.COM](http://WWW.VAPORSHARK.COM)





## TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.

### Start Smoking Within 6 Months



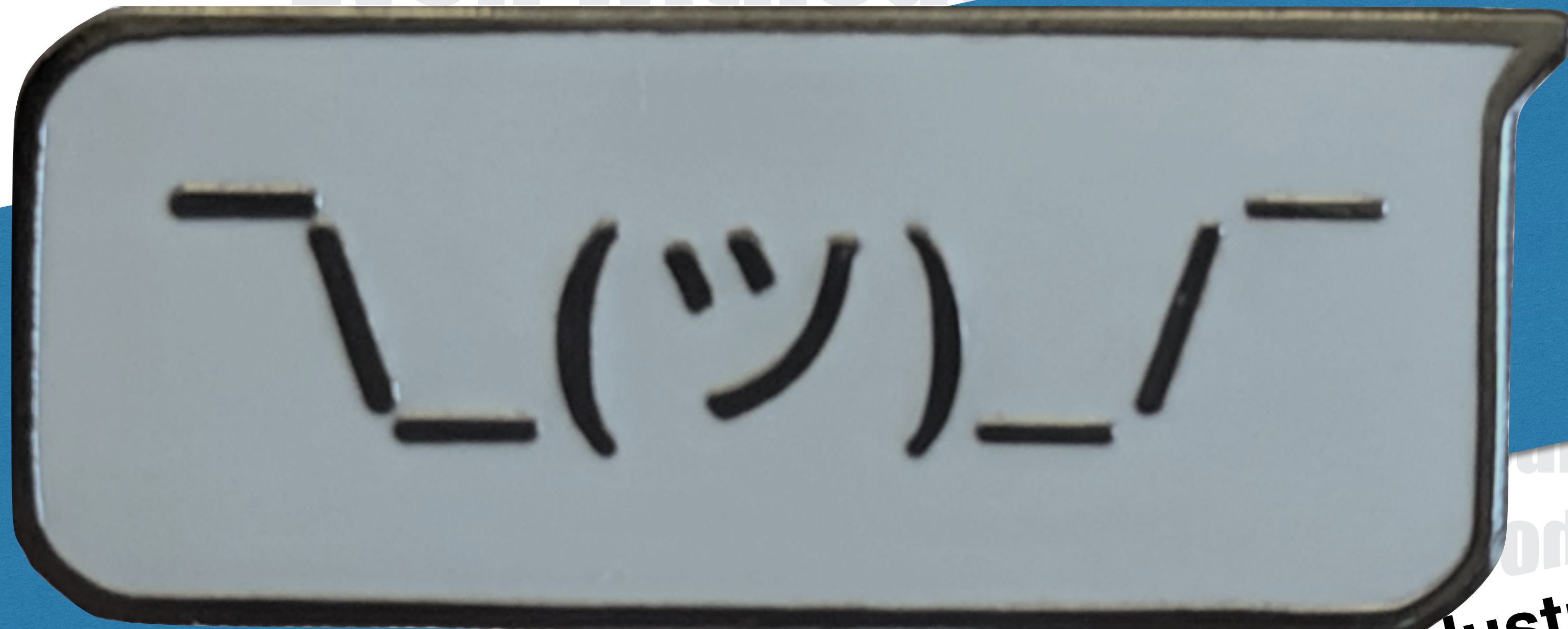
\*Includes combustible tobacco products [cigarettes, cigars, and hookahs]



**Actual Customers**

# We Know They're Harmful

Even without Tobacco



♥ - Your "friends" at the vape industry

increasing risk of cancer

**S A F E R**

# Forty-Two Chemicals Identified in Electronic Cigarettes

2-butanone (MEK)  
2-furaldehyde  
Acetaldehyde ✓ \*

Acetic acid  
Acetone ✓  
Acrolein ✓  
Aluminum  
Barium  
Benzene ✓ \*

Boron  
Butanal

Butyl hydroxyl toluene  
Cadmium ✓ \*

Chromium ✓ \*

Copper  
Crotonaldehyde  
Diethylene Glycol ✓  
Formaldehyde ✓ \*

Glyoxal  
Iron  
Isoprene ✓  
Lead ✓ \*

✓ = exposure can be harmful to health

\* Known Carcinogen

Red = emitted in second hand vapor

Limonene  
m,p-Xylen  
Magnesium  
Manganese  
Nickel ✓ \*

Nicotine ✓  
N-Nitrosornicotine ✓ \*

o-Methylbenzaldehyde ✓  
p,m-Xylene  
Phenol ✓  
Polycyclic Aromatic Hydrocarbons ✓ \*

Potassium  
Propanal ✓  
Propylene Glycol ✓  
Sulfur  
Tin ✓  
Toluene ✓  
Valeraldehyde  
Zinc  
Zirconium

IN BRIEF 

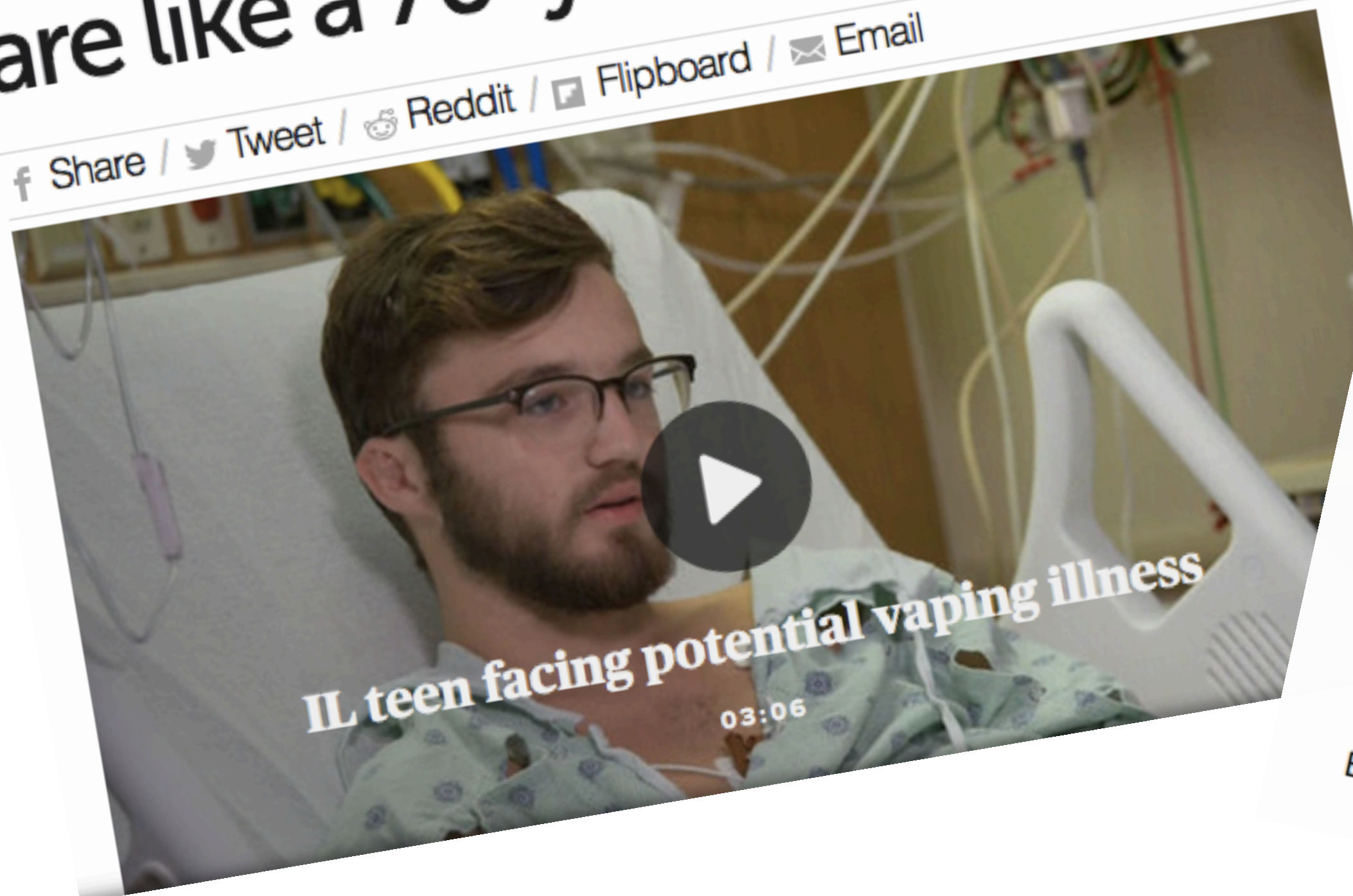
## Vaping May Have Landed 8 Teens in the Hospital with Serious Lung Damage

By Rachael Rettner - Senior Writer July 29, 2019 Health



Teenage vaping with THC: 'My lungs are like a 70-year-old's'

Share / Tweet / Reddit / Flipboard / Email



IL teen facing potential vaping illness 03:06

*'Mysterious Vaping Illness' Becoming an Epidemic'*  
... ailments has baffled doctors and public health experts.

## 22 Teens in the Midwest Have Been Hospitalized Following Separate Vaping Incidents

In early August, health officials announced that 14 teenagers had been hospitalized; the number is now up to 22  
By Matt McNulty | August 15, 2019 11:21 AM



**TRUE**



**(Sorta)**

the FDA

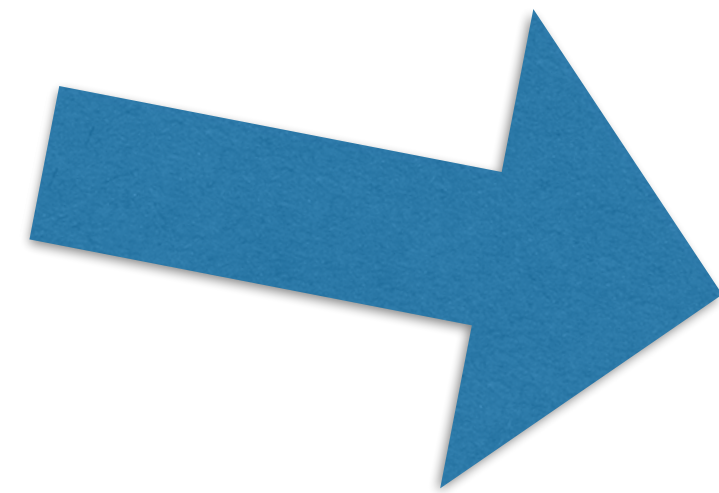
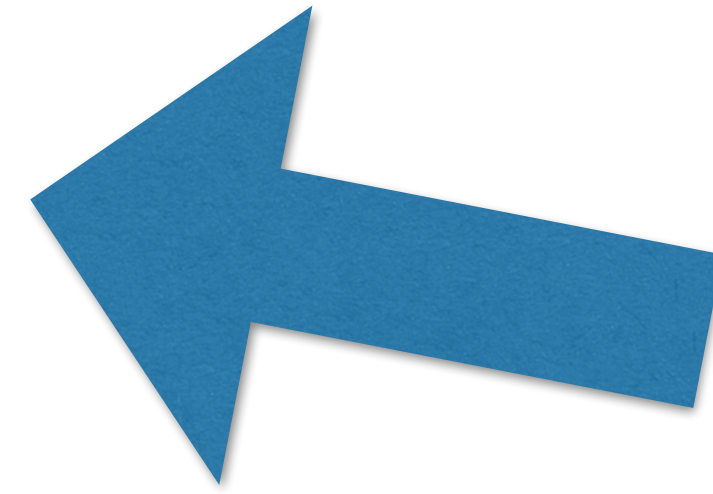
● PG ● VG ● PG/VG

LOTS OF THE

♥ - Your "friends" at the vape industry  
VEGETABLE GLYCERIN

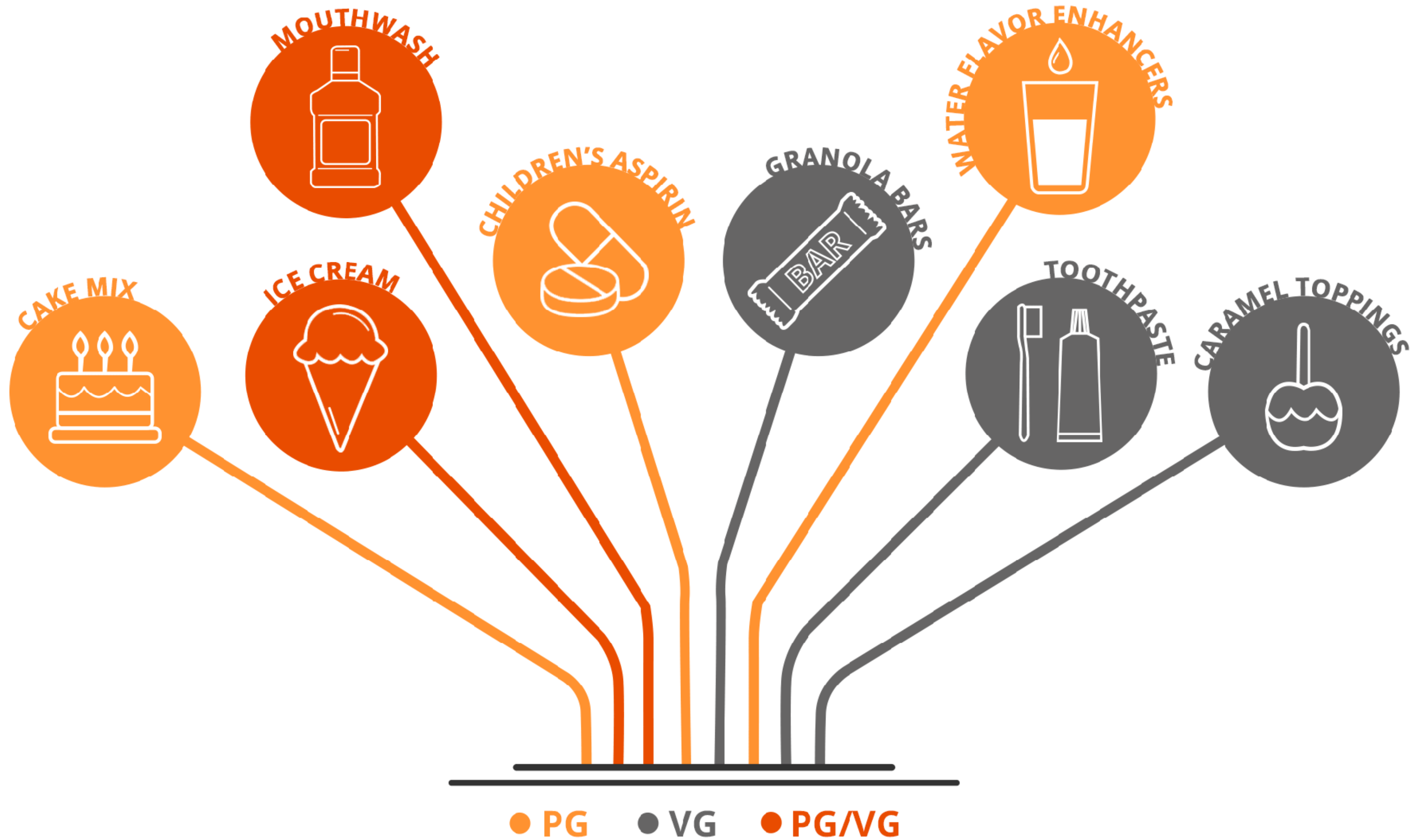
**PG**

**Propylene Glycol**



**VG**

**Vegetable Glycerin**



LOTS OF THINGS CONTAIN  
**PROPYLENE GLYCOL  
& VEGETABLE GLYCERIN**

# ARE PG & VG SAFE?



PG and VG are considered safe in food and skin products like lotions and creams.

**But NOT for Inhalation**

...as safe" in food additives.

**CBD**  
cannabidiol

CC1=C(C(=O)OC2=CC=CC=C2)C3=C(C(=O)O)C=CC(=O)C3=C1

**THC**  
Tetrahydrocannabinol

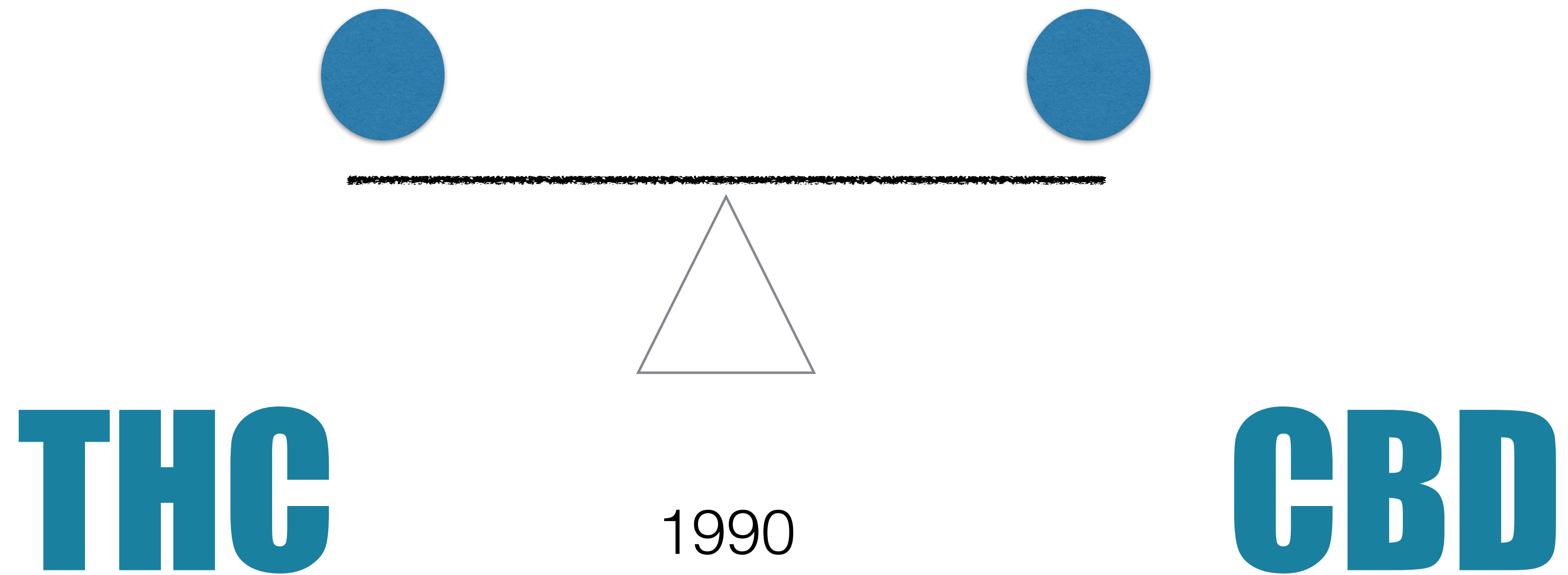
CC1=C(C(=O)OC2=CC=CC=C2)C3=C(C(=O)O)C=CC(=O)C3=C1C

**When it's not nicotine..**

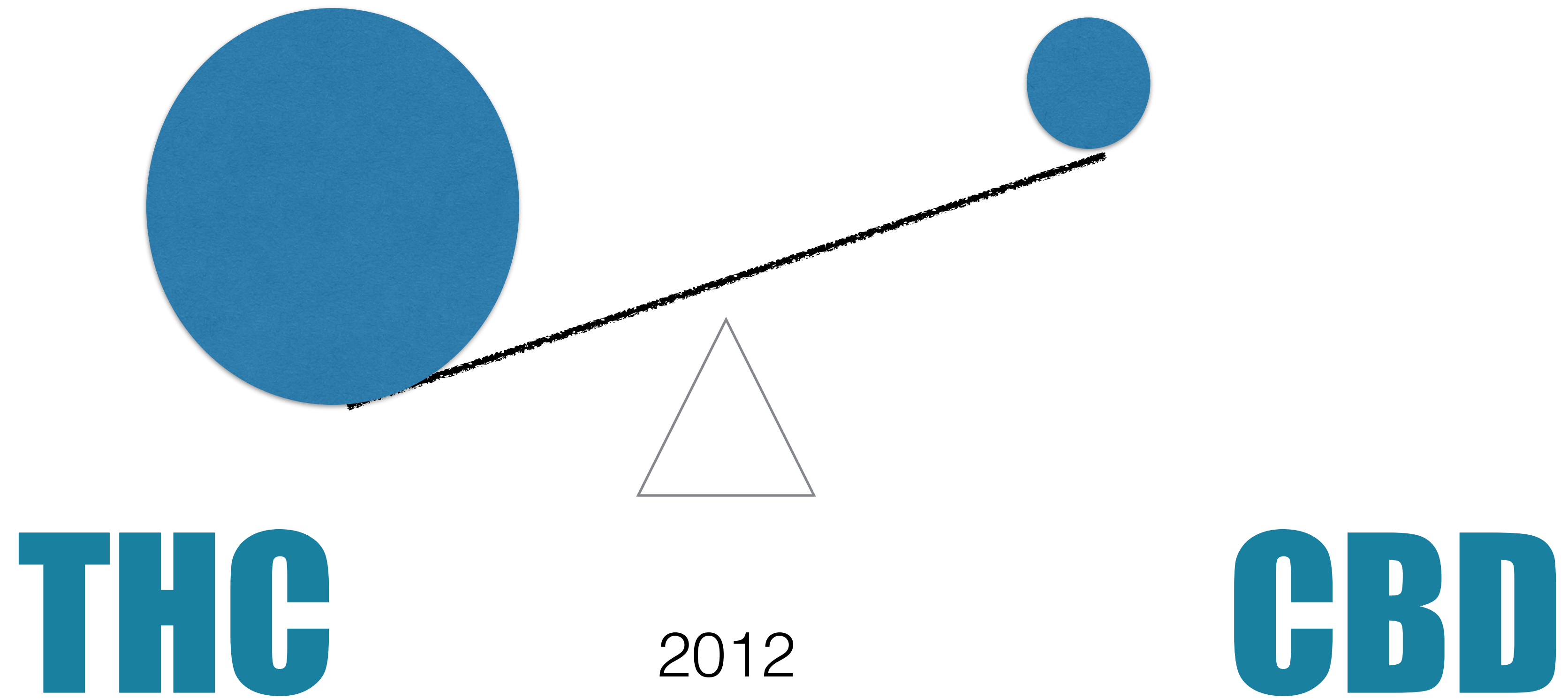
**THC**

**CBD**

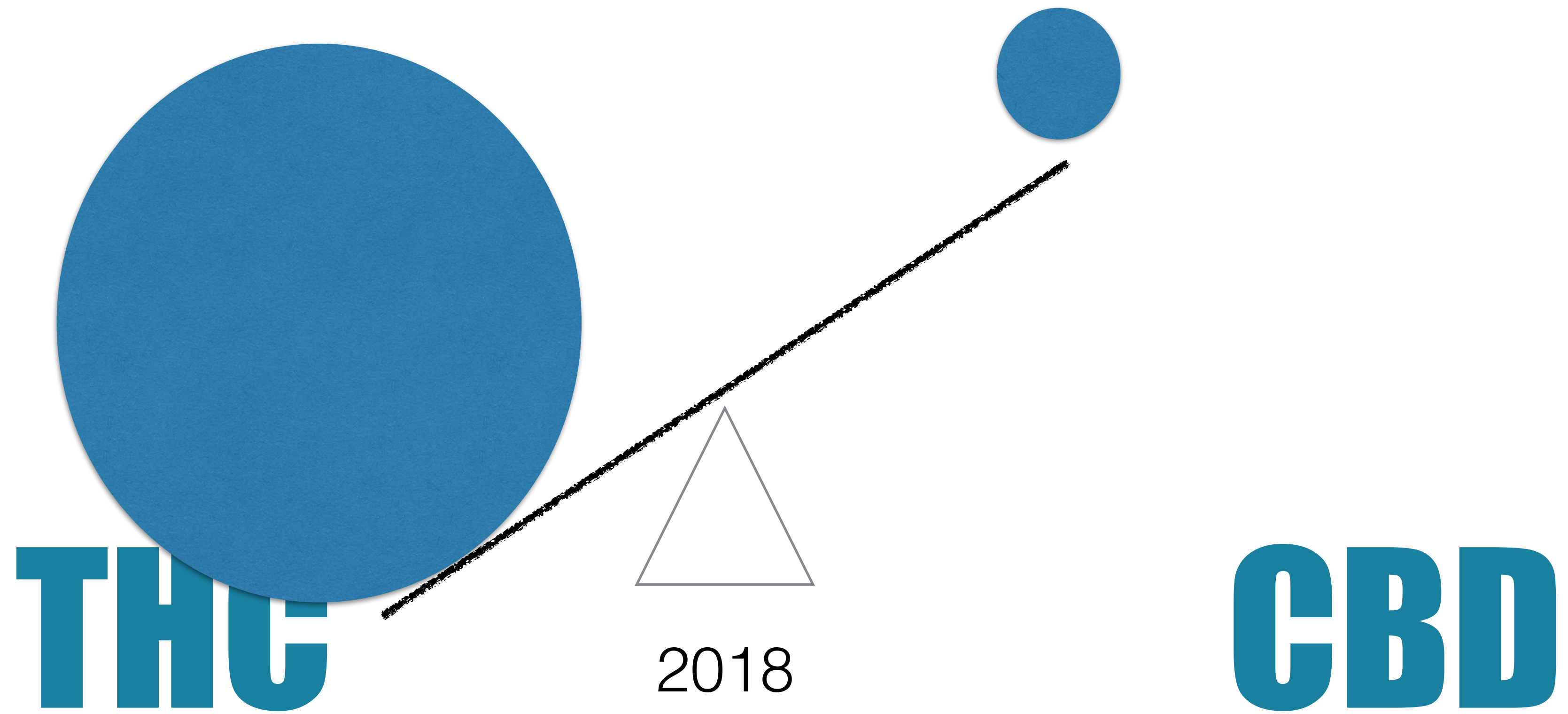
# When it's not nicotine..



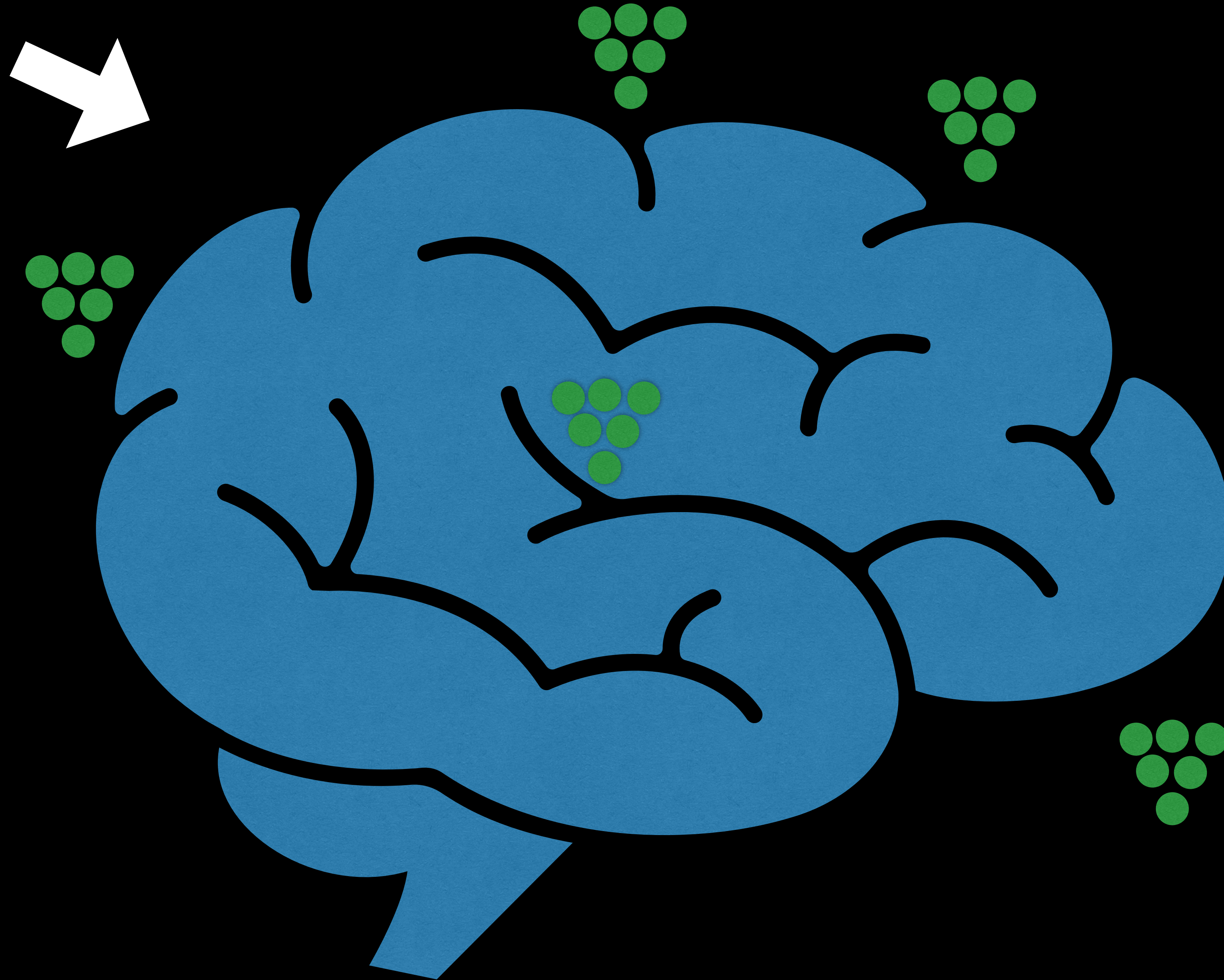
# When it's not nicotine..



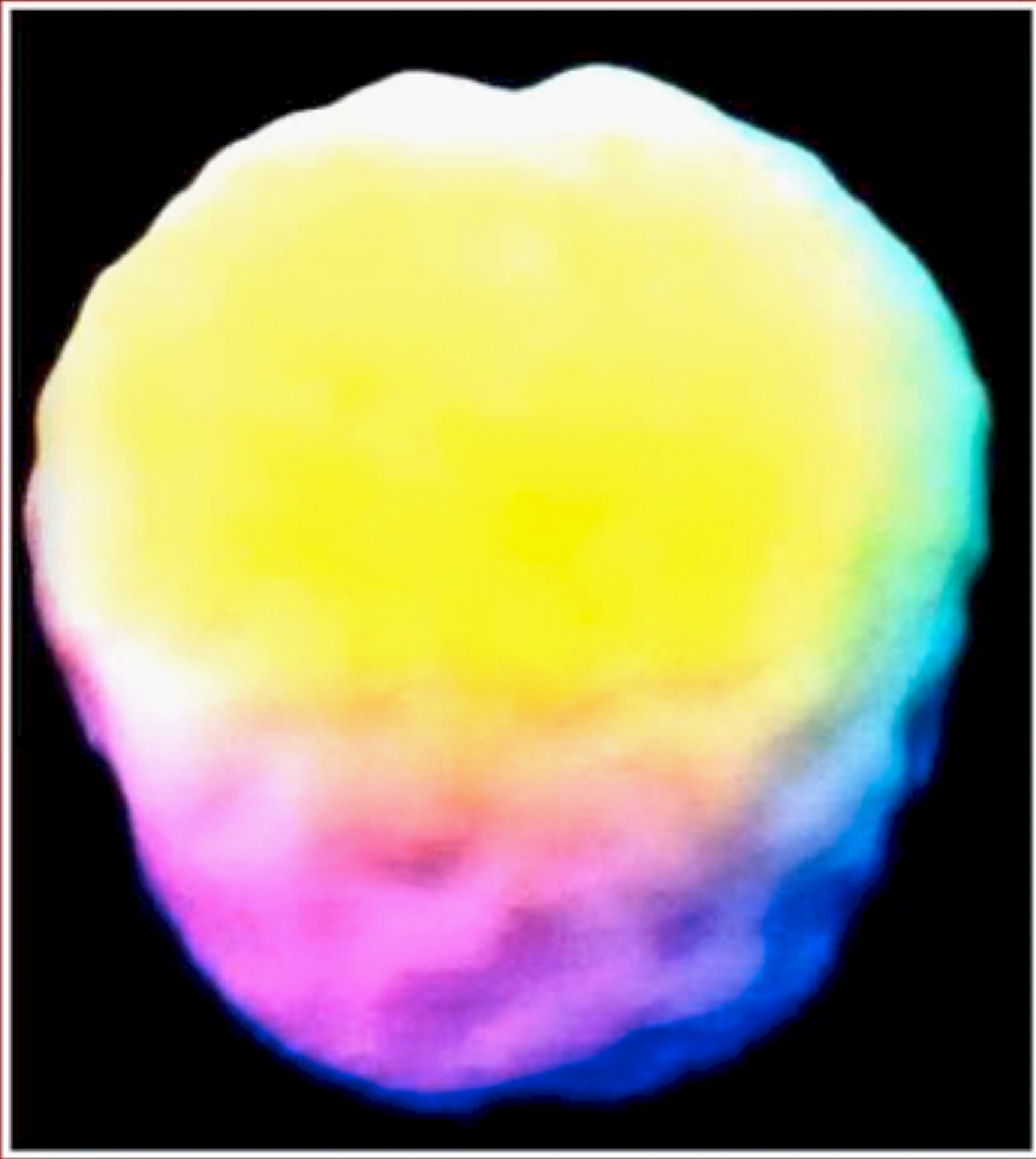
# When it's not nicotine..



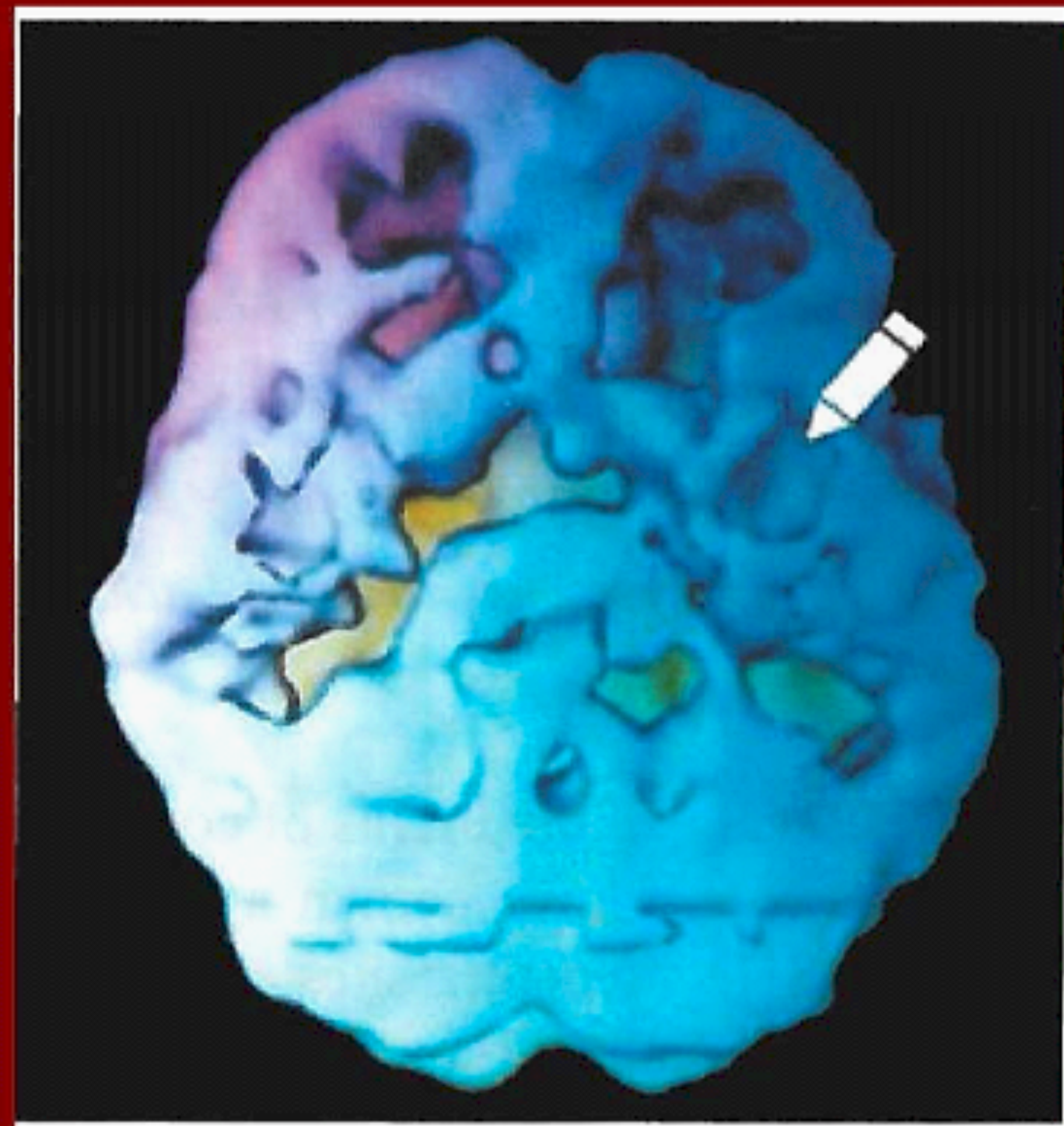
**up to 90% THC in vape juice**



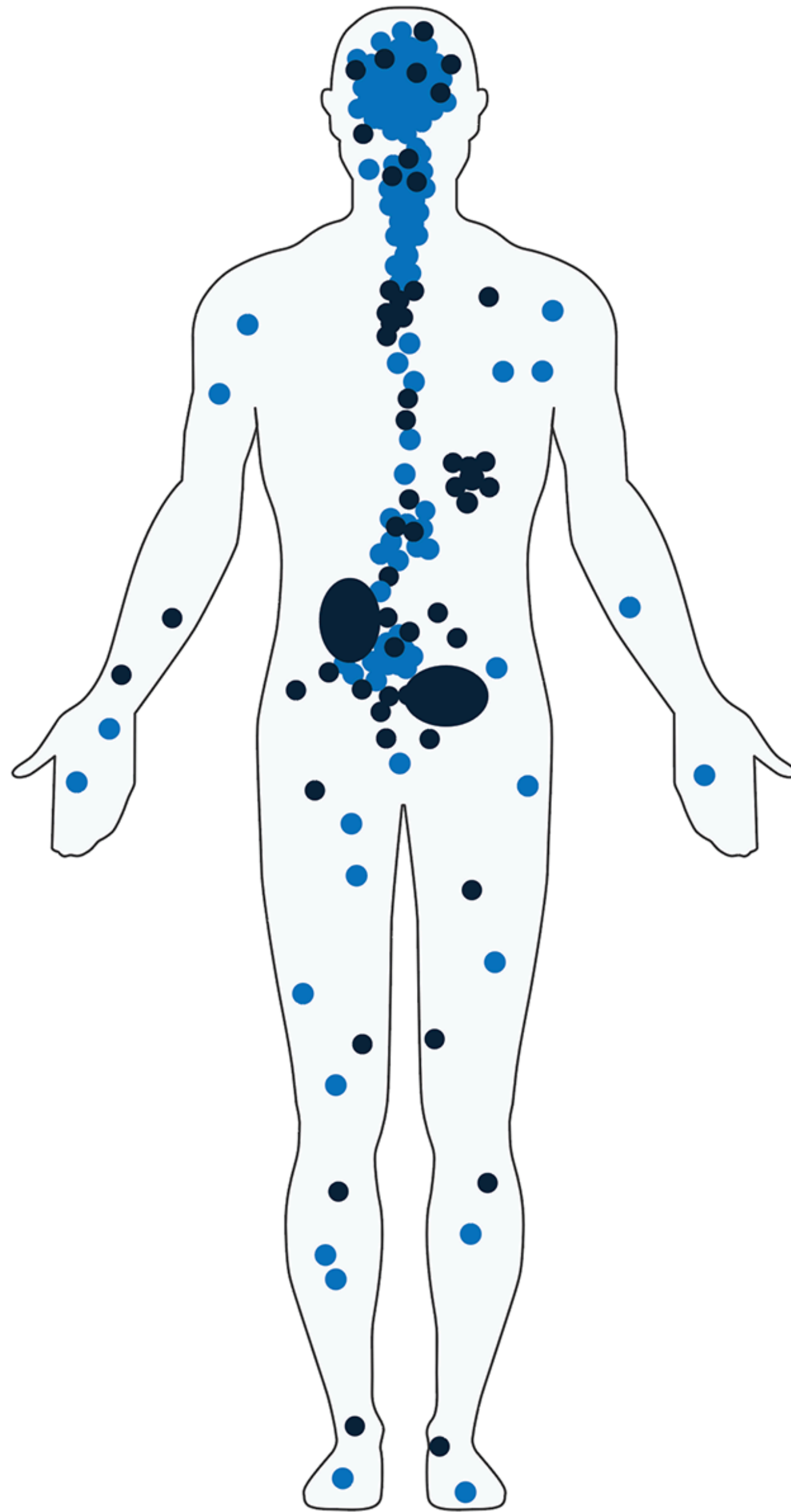




**Normal Brain**



**Marijuana Abuse**



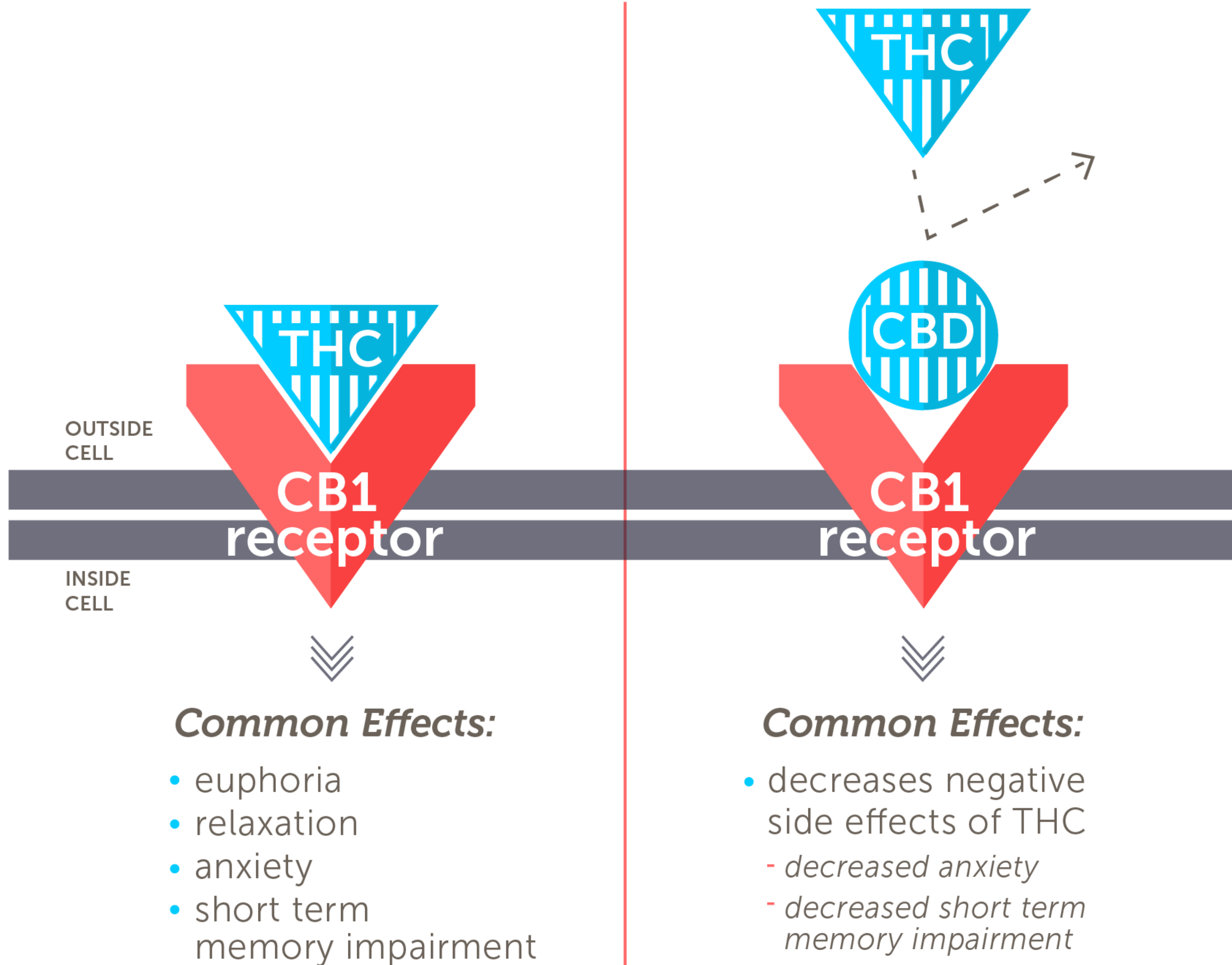
**Cannabinoid Receptors** are found on cell surfaces



**CB1 receptors** are primarily found in the brain and central nervous system, and to a lesser extent in the other tissues.



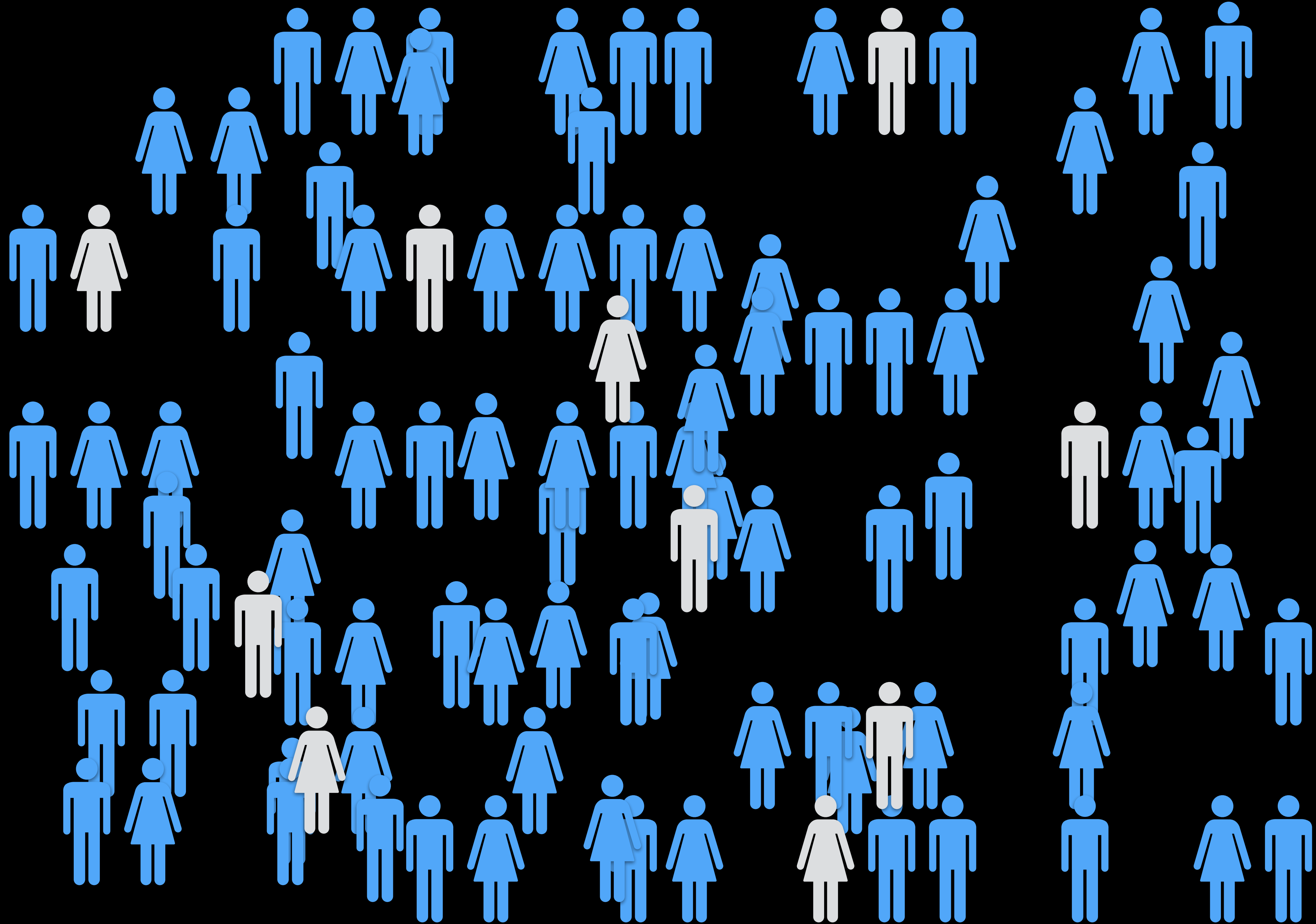
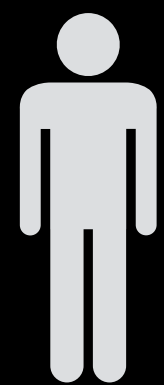
**CB2 receptors** are mostly in the peripheral organs especially cells associated with the immune system.

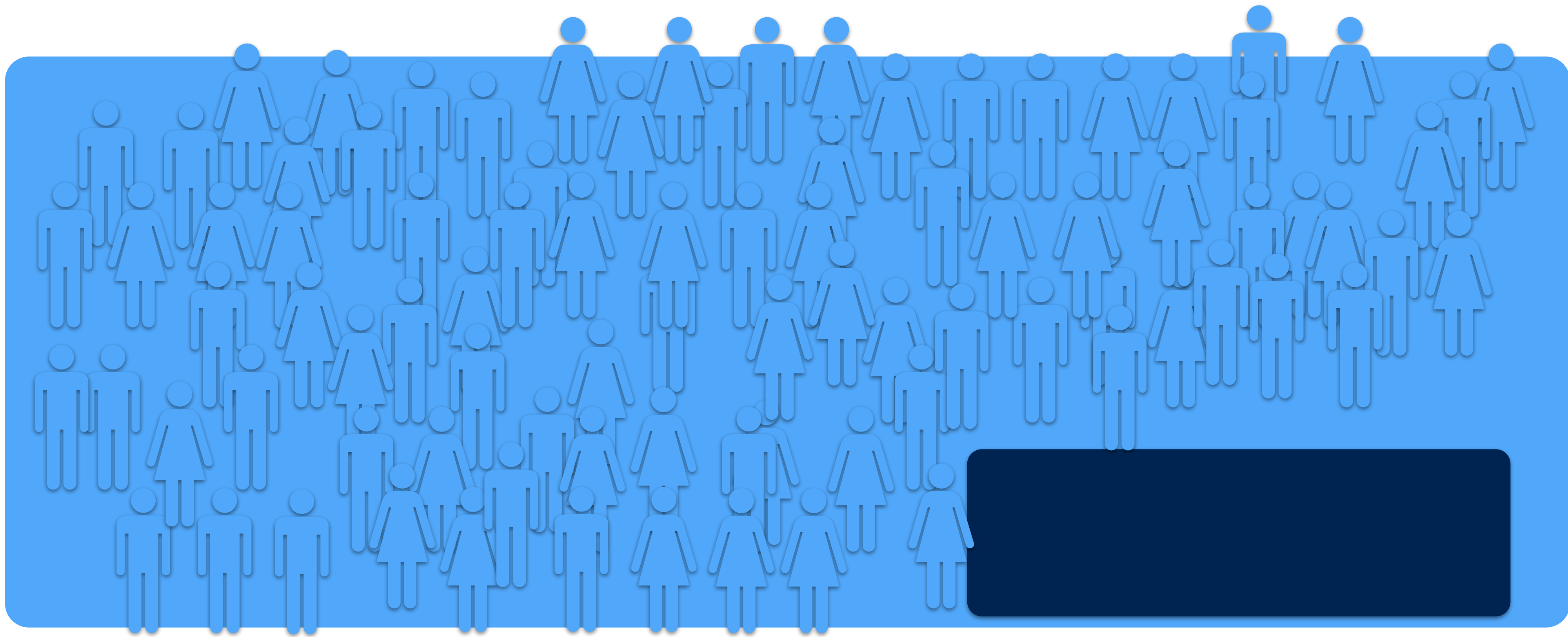




# The Entourage Effect

The enhancing, synergistic effect that occurs when the whole plant of cannabinoids, terpenes, and botanical compounds are consumed together





## **Vocal Minority**

**Does it, talks about doing it,  
seen doing it**

# **Silent Majority**

**Doesn't do it, doesn't talk about it**

## **Advocates**

**Stands up and does  
something about it**

Lawyers for two Alabama students filed the suit against Juul Labs Inc., Altria Group and Phillip Morris last week. Students Elizabeth Ann Swearingen and John Thomas Via Peavy **both became addicted to Juul products without knowing they contained nicotine**, according to the lawsuit.

Swearingen, now 19, is a **former cross-country athlete**, who now has trouble breathing while performing simple tasks. Peavy, also 19, claims similar problems including severe chest congestion and decreased appetite.

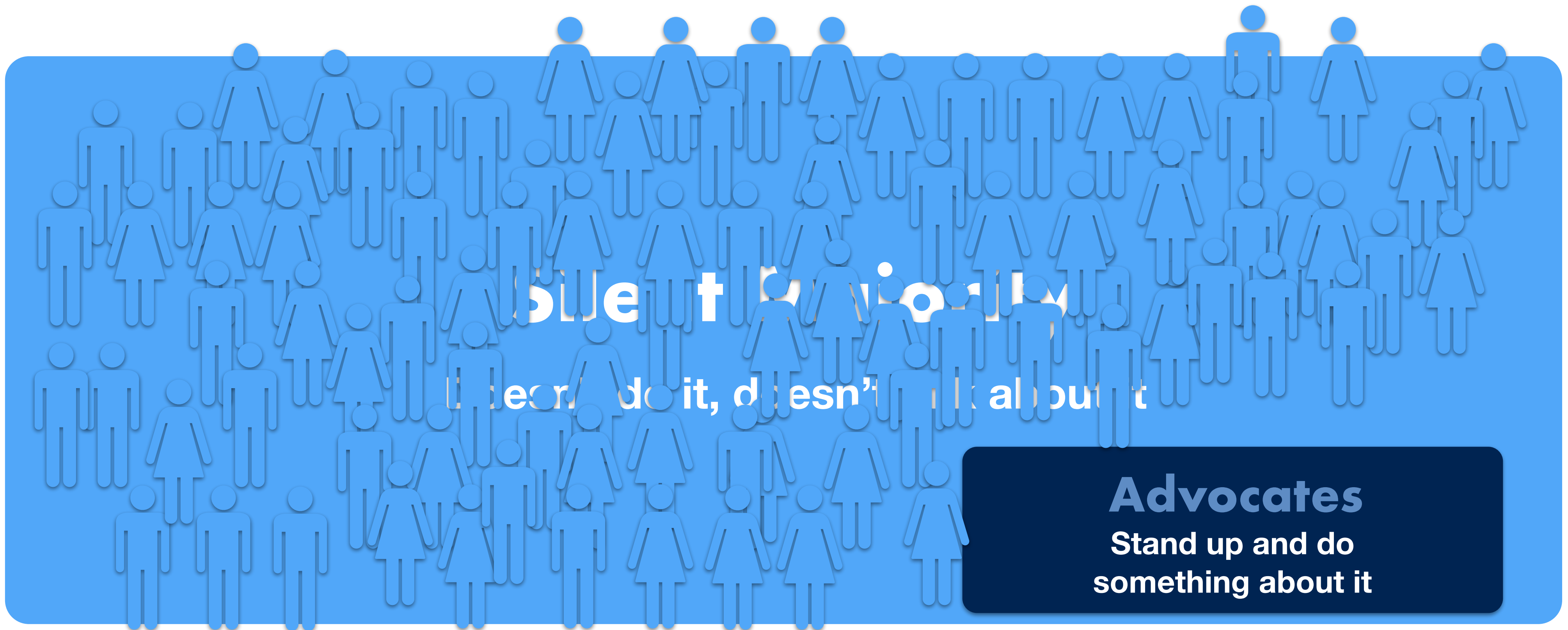
“Mimicking on Big Tobacco’s past marketing practices, defendants **prey on youth to recruit replacement smokers for financial gain,**”

According to the lawsuit, the two college students preferred Juul’s mango flavor, which is **marketed to young users who prefer a fruity taste over traditional tobacco.**

A separate suit filed in Florida last month says **an addicted 15-year-old** user now suffers from nicotine-induced seizures.



Don't, talk about I don't, see, doing it



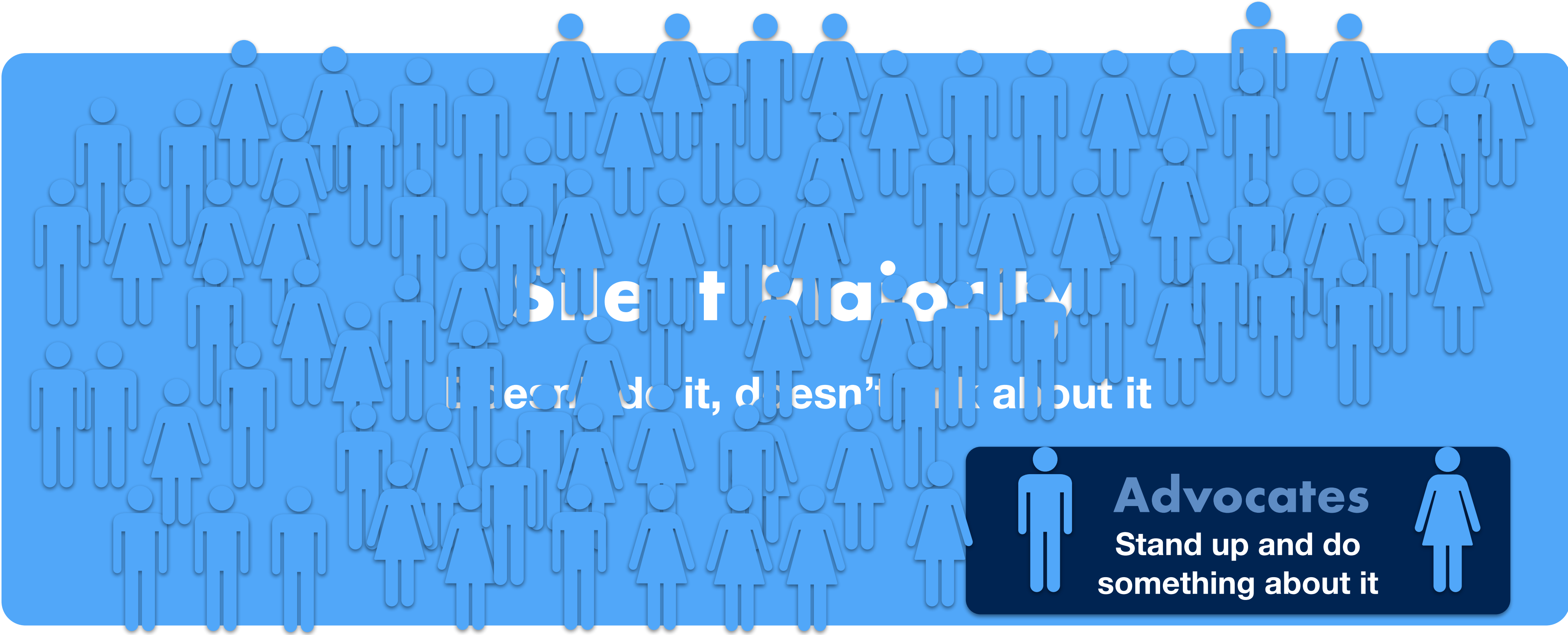
# Silent Majority

If you do it, doesn't talk about it

**Advocates**  
Stand up and do something about it





Don't, talk about | don't, see, doing it



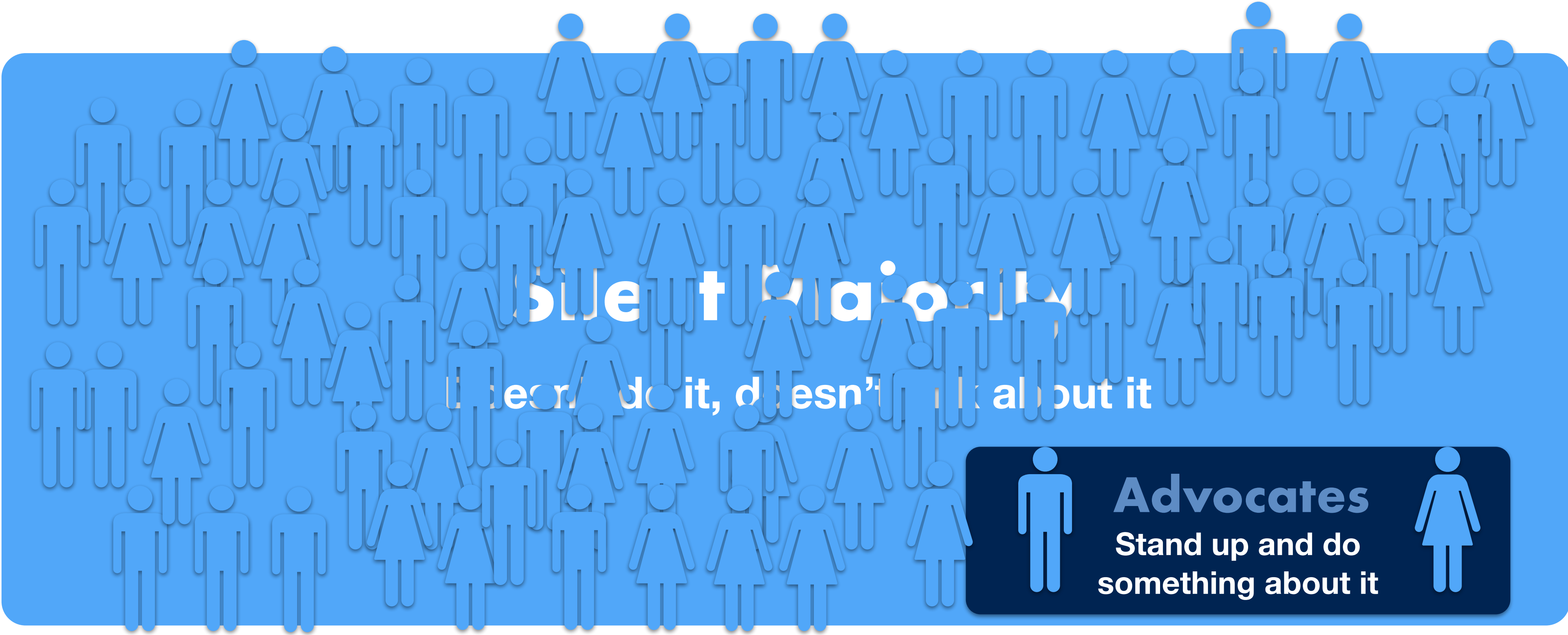
**Silent Majority**

If you do it, doesn't talk about it

 **Advocates**   
Stand up and do something about it





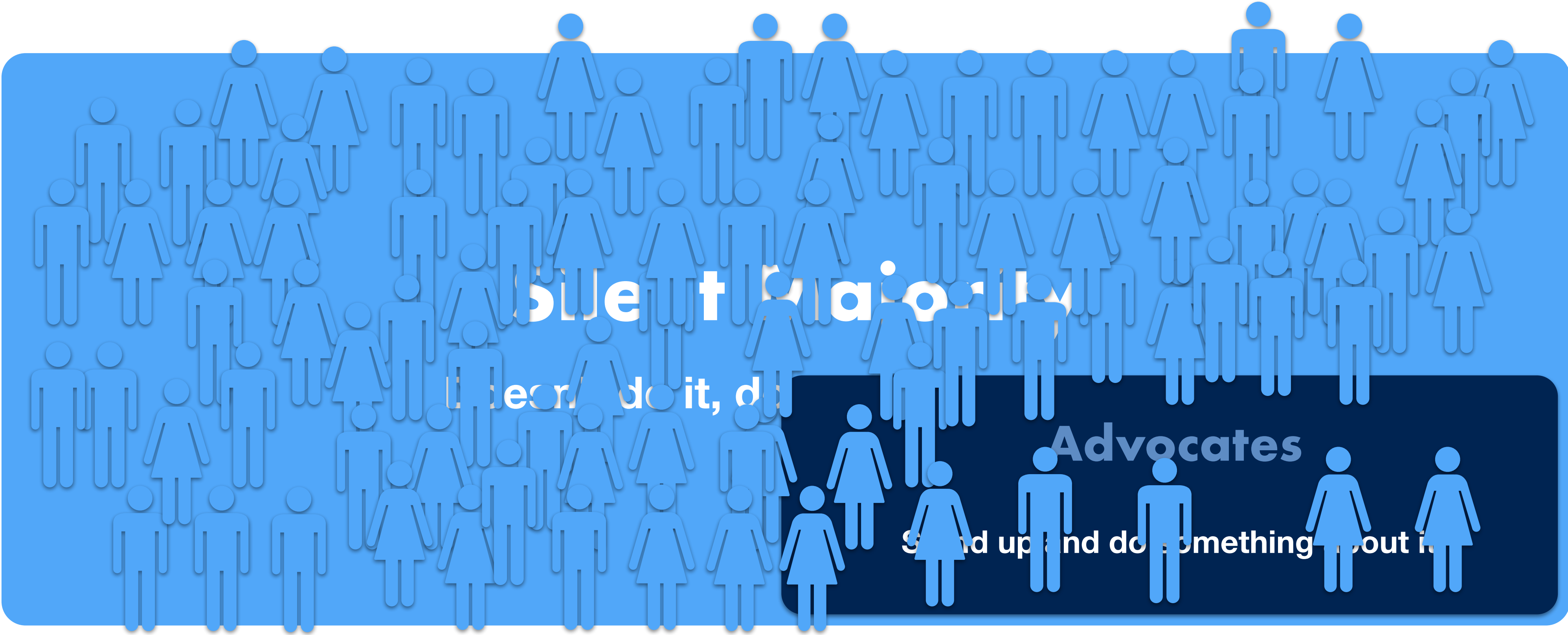
Don't, talk about | don't, see, doing it

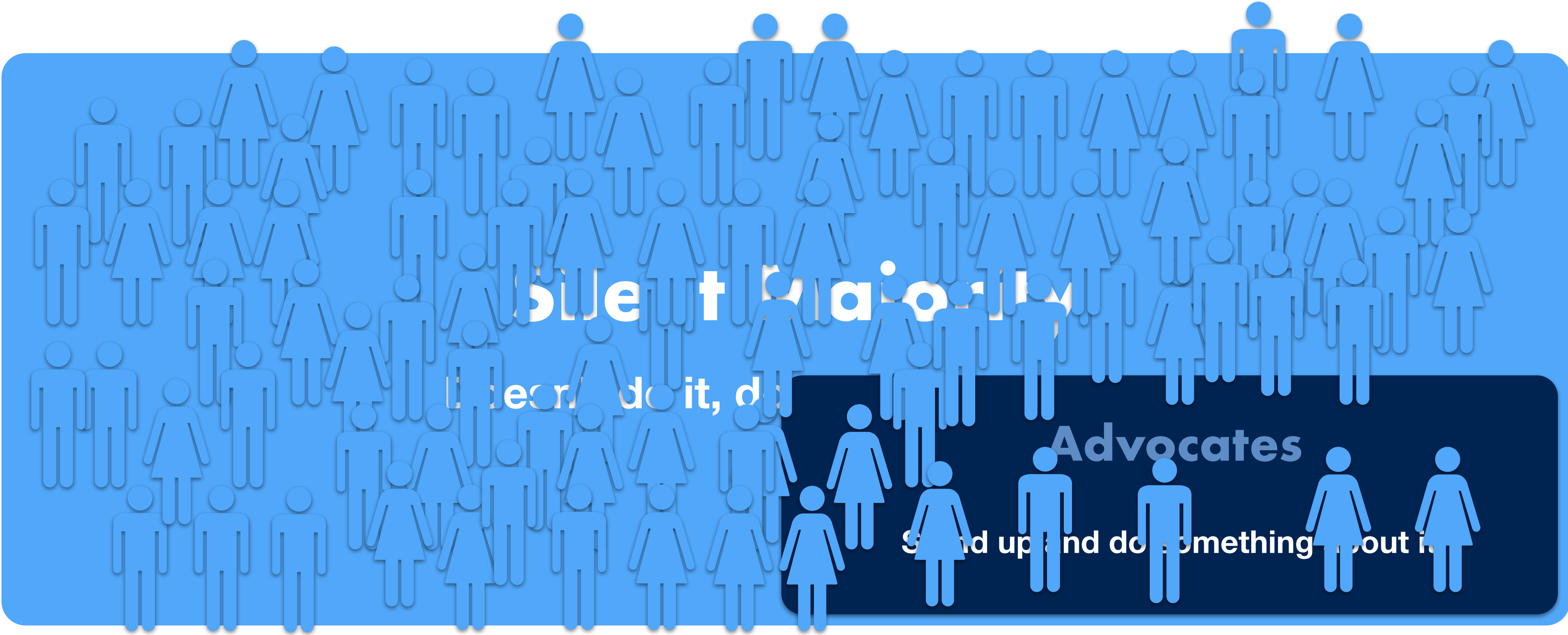


**Silent Majority**

If you do it, doesn't talk about it

 **Advocates**   
Stand up and do something about it



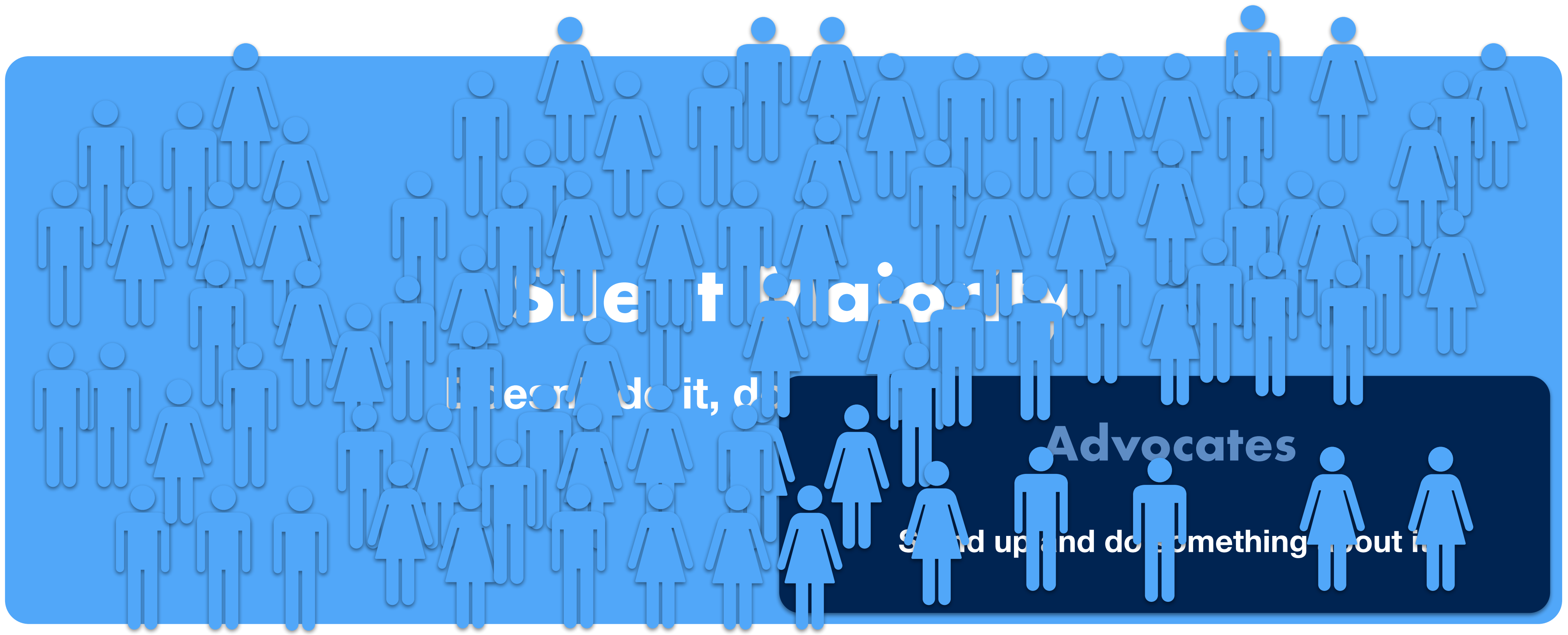
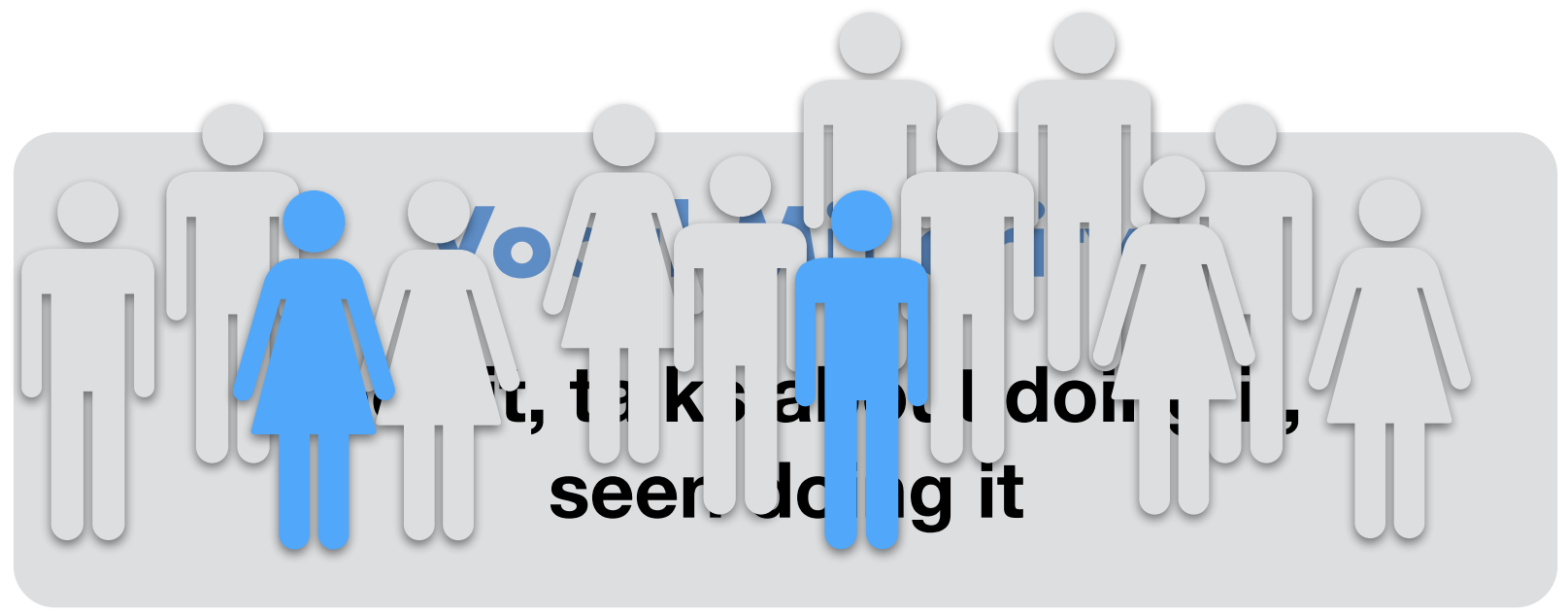


# Silent Majority

If you do it, do it

## Advocates

Stand up and do something about it



# Silent Majority

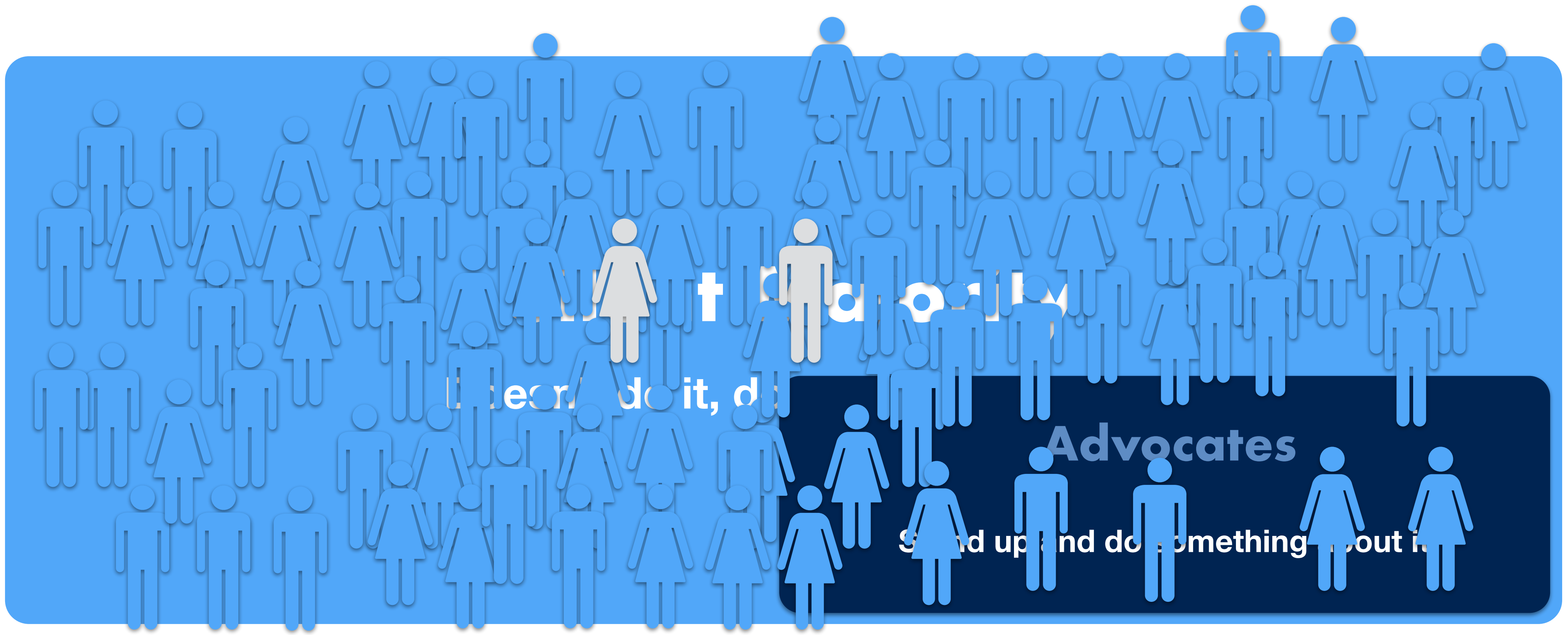
I know it, talk about it, do it, see someone else doing it

Advocates

Stand up and do something about it



**Volunteer**  
Does it, talks about it, doesn't do it, seen doing it

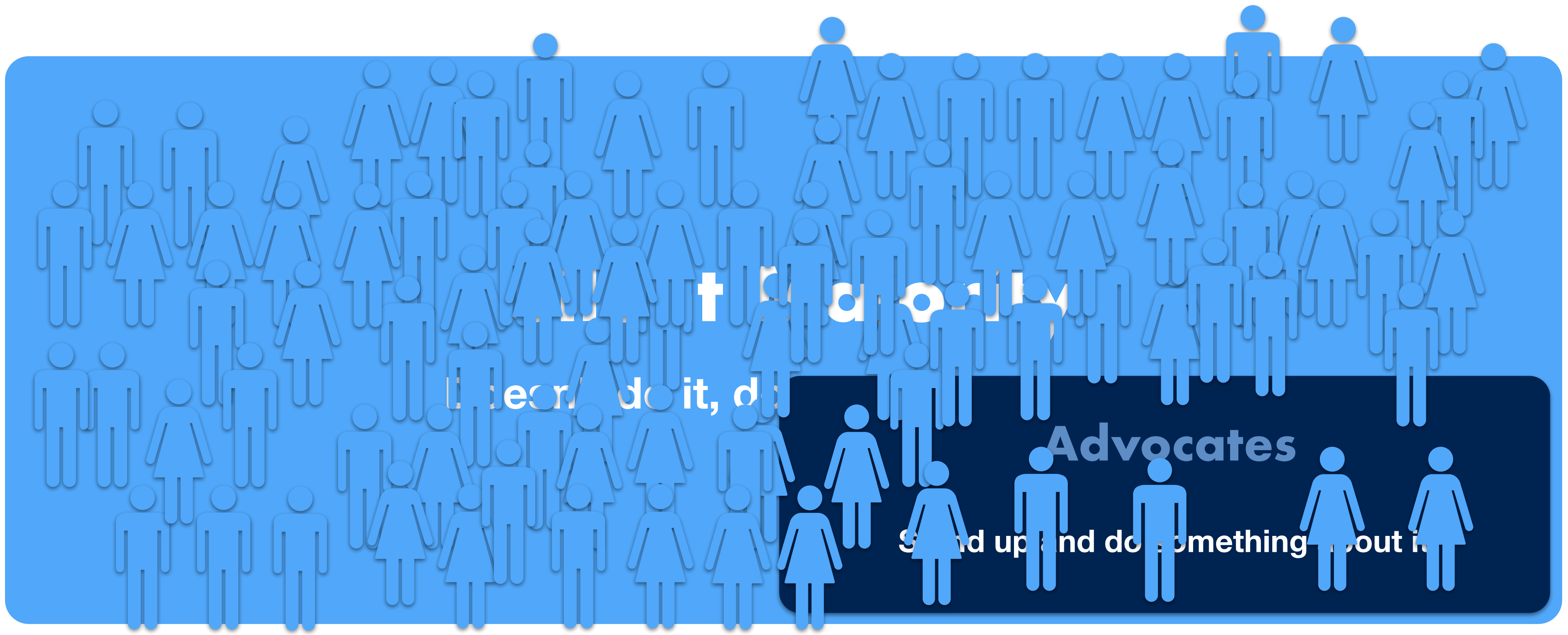


**Activist**  
If you see it, do it, do it, do it, do it

**Advocates**  
Stand up and do something about it



**Volunteer**  
Does it, talks about it, doesn't do it, seen doing it



**Wanted only**  
If you do it, do it

**Advocates**  
Stand up and do something about it



# Thank you

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@golead.co