

DANGEROUS "WET LUNG"

Abby's Story

Abby was one of the popular kids at school, admired by her fellow students and teachers alike, and had never gotten into any major trouble. That is, until things started getting bad at home. Her parents had been fighting for months now and Abby could tell that their marriage could soon come to an end. It really frustrated her that they couldn't get along and many days she felt so stressed that she could hardly concentrate at school.

One day, Abby was hanging out with some friends and telling them all about her problems at home. That's when Christy, her best friend told her she should try Juuling with her. "What's Juuling?" she thought. Christy said that it's a safer way to get a buzz and that it would help take her mind off of everything. Abby trusted Christy, so she decided to give it a try. Shortly after her first puff, she felt tingles at the top of her head, so she took another puff. What Abby didn't know was that she was becoming addicted to the small electronic cigarette.

Weeks went by, and Abby began Juuling more often. She couldn't seem to stop. One day, she started to cough, and she felt that breathing was becoming difficult. Once it became bad enough for her to start worrying, she admitted to her mom what she had been doing. Her mom brought her to the hospital and she was diagnosed with hypersensitivity pneumonitis, also known as "wet lung." The doctor told her that the chemicals in the Juul caused an allergic reaction in her lungs that led to respiratory failure. Abby was put on a breathing machine until her lungs finally recovered.



"NO THANKS"


How to Tell Your Friends that You Don't Want to Try Juuling

You might have a few friends who think Juuling is fun or cool, but don't let them influence you. It's not that hard to say "no" after a little practice. Try one of these lines the next time someone asks you to Juul:

- "No thanks. My parents would kill me if they found out."
- "No way. That stuff is addicting."
- "No thanks. If my coach found out, I would be kicked off the team."
- "I can't. Smoking makes me cough."

JUULING



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SMALL PACKAGE, BIG PROBLEMS!

WHAT IS JUULING?

You've probably seen someone you know, maybe even a friend, sucking on something that resembles a USB flash drive. They may have even told you that it's safe, and at the same time, you can still get the buzz that you get from smoking a cigarette. I bet they didn't tell you that a Juul delivers unusually heavy doses of nicotine!

Juuling is the act of vaping from a device known as a Juul, which resembles a flash drive. They can even be plugged into a laptop's USB slot to recharge. It is relatively small and discreet, making it easier for teens to hide it and in some cases, use them during class. Although these devices are intended to help adults quit smoking, teenagers are quickly figuring out ways to get their hands on them, either by buying them online, or getting an adult to buy them.

HOW DO THEY WORK?

Juuls are battery operated and work by heating a pod of e-liquid or "juice" that contains nicotine, flavorings and other chemicals. When heated, the liquid creates an aerosol or vapor that the user inhales. When the user inhales, they get a very quick and powerful burst of nicotine, which gives users a more cigarette-like experience, which also makes the product more addictive.



WHAT YOU SHOULD KNOW ABOUT JUULING!

Just like electronic cigarettes, Juuls are advertised as being a cleaner, healthier alternative to cigarettes, but is this really the case? Here's something you should know about Juuling:

- Juuling is very addictive. The nicotine concentration in JUUL is more than twice the amount that is found in other e-cigarettes. Nicotine is a highly addictive chemical that makes smoking very hard to stop. High amounts of nicotine are a very serious concern, especially for youth, so much so that the US Surgeon General has warned teens that usage of nicotine in any form is unsafe.
- Juul "juice" pods come in flavors that appeal to kids. These pods come in flavors such as mango, cool mint, fruit medley and other flavors, which is a big reason teens say that they use Juuls and other e-cigarettes, according to the Centers for Disease Control and Prevention.
- Juuling can lead to smoking regular cigarettes. According to research, young people who use Juuls are more likely to try traditional tobacco products. The nicotine content per pod is approximately equivalent to one pack of cigarettes, or 200 puffs.
- The health effects of Juuling are not well known yet, especially the long-term effects. What is known, though, is that each Juul pod contains a mix of glycerol, propylene glycol, nicotine, benzoic acid and artificial flavorings.

JUULING TEENS

Customers for Life

Is the Juul actually being marketed to teenagers? Some people think so. As a matter of fact, the Food and Drug Administration is investigating whether Juul intentionally marketed its devices to youth, which Juul denies.

Juuls and other electronic cigarettes make it easier for kids to try smoking. The Centers for Disease Control and Prevention report that the advertising of Juuls is reaching children and teens with alarming success. It's a huge concern that these devices are marketed more toward young people due to the flavors they come in such as mango and fruit medley. Juuls can be purchased on online web stores, such as eBay and Alibaba, with prepaid debit cards, making them easily accessible to kids. The use of these devices among high school and middle school students has doubled in just one year. Studies show that, altogether, roughly 3 million students nationwide have admitted to using e-cigarettes in some form. That's about 20% of high school kids!

Very quickly, e-cigarettes have eclipsed cigarette smoking among teens and the device that officials are most worried about is the Juul. Juuling is on the rise, especially among teens. So far, in 2018, Juul made up almost 73% of e-cigarette retail market sales in the United States.

HOOKED ON JUULING

Don't think you'll get addicted to Juuling? Well, research shows a different story. Each pod used in a Juul device has the same amount of nicotine that's in one pack of cigarettes. When you use products that contain nicotine, the nicotine immediately courses through your body and into your brain. It then causes your brain to release dopamine, a chemical that your brain releases when you do something fun. This causes you to crave more nicotine. When you're addicted to nicotine, you have to keep using, just to feel the happy effects of dopamine. The more addicted you become, the more you'll have to Juul to get the same effect.

One of the biggest concerns among researchers, is that with traditional cigarettes, a first-time user will often cough uncontrollably. With Juuling, the user gets the same nicotine effect but without the irritation that causes one to cough. It can also give the user a rush that is much stronger than that of a cigarette, and this is why Juuling can be even more addicting than cigarettes.

