

JUULing: What Canastota Families Need to Know

JUUL (pronounced “jewel”) is a brand of e-cigarette made by JUUL Labs Inc. It has grown quickly in popularity since introduction to the market in 2015, fueled by a serious following among youth and young adults.

JUUL’s popularity among youth raises significant concerns for pediatric health.

How does JUUL work?

JUUL is a sleek, small e-cigarette that resembles a flash drive. Unlike other types of e-cigarettes, **JUUL** does not look like a traditional cigarette and thus may not be immediately identifiable as a vaping device. Due to their size, **JUUL** devices are discrete and can be easily concealed in a fist or a pocket.

JUUL operates by heating a “pod” of e-liquid containing nicotine, flavorings and other substances. When heated, the e-liquid creates an aerosol which is inhaled by the user.

JUUL has spawned its own terminology: use of these devices is called “juuling.”



Public Health Concerns

JUUL comes in youth-friendly flavors, including mango, mint and fruit-medley. For decades, the tobacco industry has used flavors to attract youth to their products.¹ Youth cite flavors as a common reason for e-cigarette use.

JUUL is highly addictive. The concentration of nicotine in JUUL is more than double the concentration found in other e-cigarettes. This high concentration is a serious concern for youth, who are already uniquely susceptible to nicotine addiction. The addictive potential is so high that the US Surgeon General has declared that youth use of nicotine in any form is unsafe.

JUUL users have a significant risk of becoming cigarette smokers. Youth who use e-cigarettes are more likely to progress to smoking traditional cigarettes.

JUULing is increasingly common in high schools. Educators report that youth are using JUUL in classrooms, hallways and restrooms, and are sharing devices with their peers. This social use encourages non-users to try **JUUL**, and enables students who are too young to purchase these products, or who could not otherwise afford them, to access them through peers.

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