The Facts About
Juul E-Cigarettes

What is Juul?
Juul is a brand of e-cigarette that has skyrocketed in popularity among teens across the United States. Educators report an alarming level of Juul use in middle and high schools.

- A sleek, high tech e-cigarette that looks like a USB flash drive and charges in a computer.
- Available in sweet flavors including mango, fruit medley and cool mint.
- Small enough to fit in a closed hand.
- A “Juul Pod” contains as much nicotine as a pack of cigarettes.
- Teens often refer to Juul use as “Juuling.”
- Juul now has over half the e-cigarette market.

Juul use risks addiction to nicotine, but many young people don’t realize they’re inhaling it when they use Juul or other e-cigarettes. A recent study found 63 percent of current Juul users (ages 15-24) did not know the product always contains nicotine.

Nicotine can harm adolescent brain development, affecting attention, learning and susceptibility to addiction.

E-cigarette use increases teens’ risk of ever using regular cigarettes.

What are the health risks of using Juul?
Juul is putting kids at risk of nicotine addiction and threatens to undermine decades of progress in reducing youth tobacco use.

Visit tobaccofreekids.org/juul or truthinitiative.org to learn more.