



PARENT TIP SHEET

HOW TO HELP YOUR TEEN MAKE THE RIGHT CHOICES

WHAT'S IN A VAPE PEN?

"It's just water vapor" is a common misconception. Both mainstream and secondhand vapor contain harmful chemicals that affect the brain, lungs, and other parts of the body.

- Nicotine
- Heavy metals
- Formaldehyde
- Carcinogenic compounds
- Toxic chemicals in flavorings



MARKETING TACTICS

E-cigarette companies target youth in a variety of ways, including:

- Kid friendly flavors/use of cartoon characters
- Celebrity endorsements/social media presence
- Bright colored packaging that mimics common children's foods
- Health claims

You could see these ads in stores, online, on tv, or in magazines.

E-liquid or food product?



FDA, FTC warn companies to stop misleading kids

CENTER FOR TOBACCO PRODUCTS



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E-liquid



Food product





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WHAT TO LOOK FOR: SIGNS YOUR TEEN IS VAPING



Bloodshot eyes, nose bleeds, or changes in behavior/mood



Equipment including e-juice bottles, pods, packaging, gel jars, or small tools

Unexplained aromas in a variety of flavors including candy and cakes



Increased appetite/thirst or decreased caffeine consumption



Various devices such as vape pens, box MODs, Juul devices, and pipes



Charges from online stores, unusual packages that arrive in the mail, receipts from gas stations or big box stores