



E-Cigs, Vaping, & Marijuana

Emerging Drug Trends in Today's Adolescents



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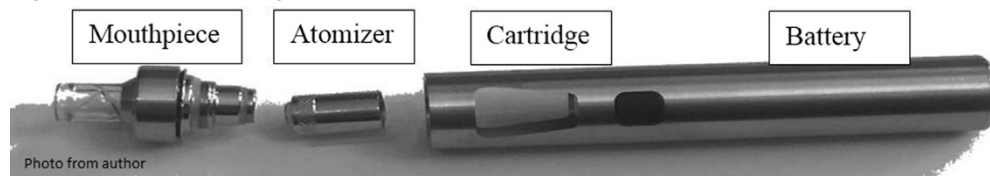
Aaron.Weiner@eehealth.org

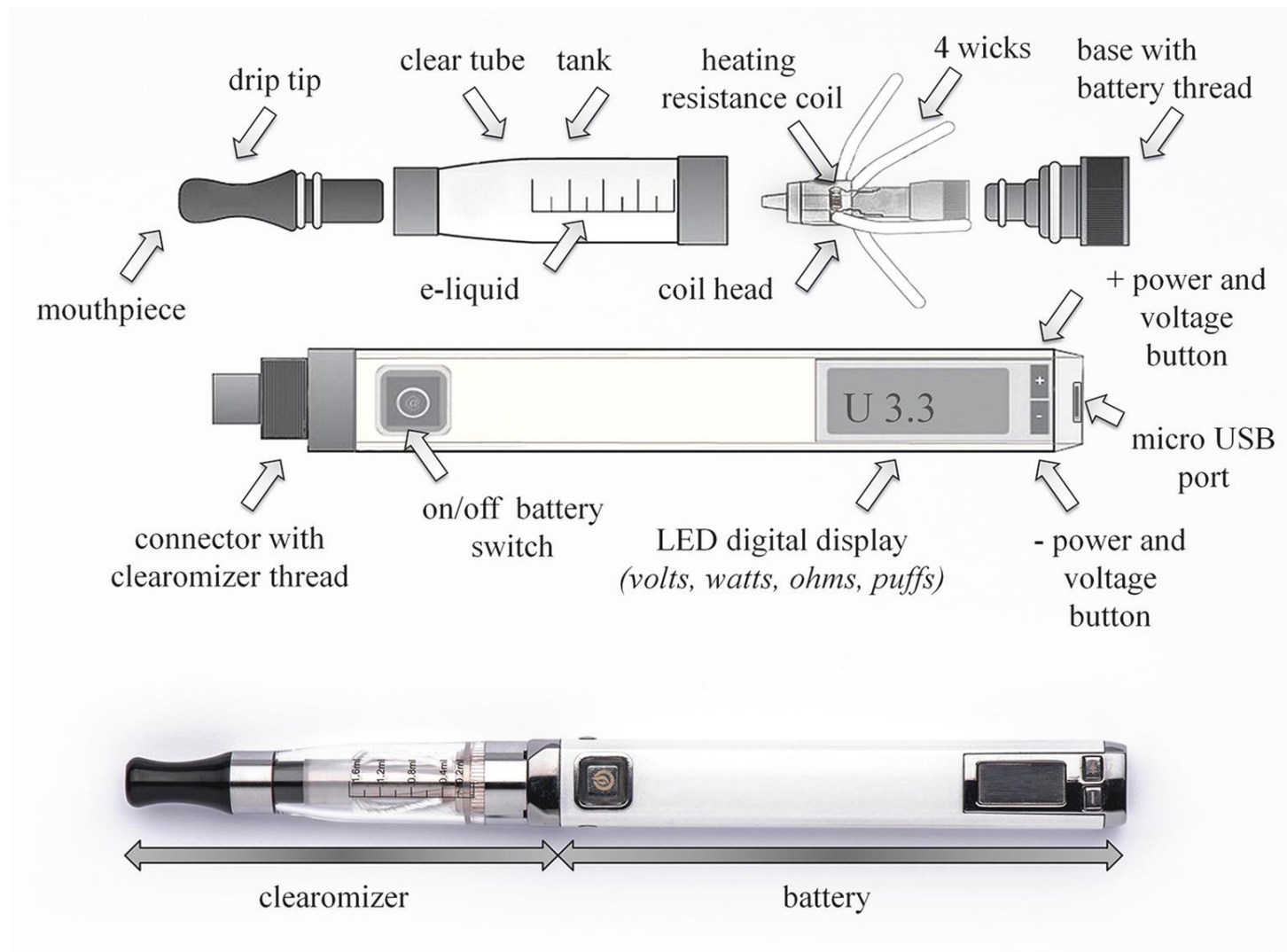
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E-Cigs and Vaporizers – What are they?

- Devices to heat a substance and create a vapor

Figure 1. Parts of an e-cigarette.



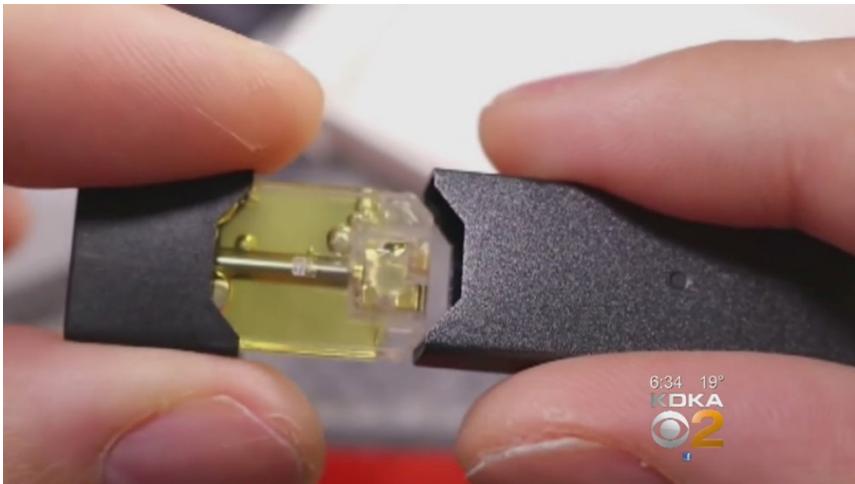
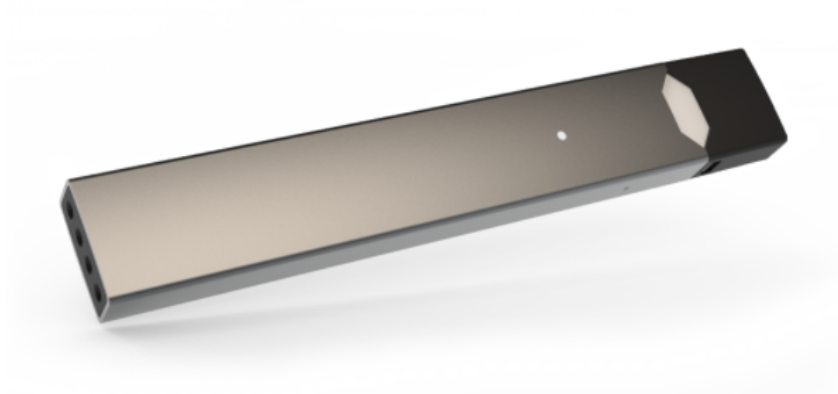


Wet & Dry Vaping

- Cartridges = wet
 - Refillable or closed
- Cannabis or THC wax = dry
 - ...most of the time

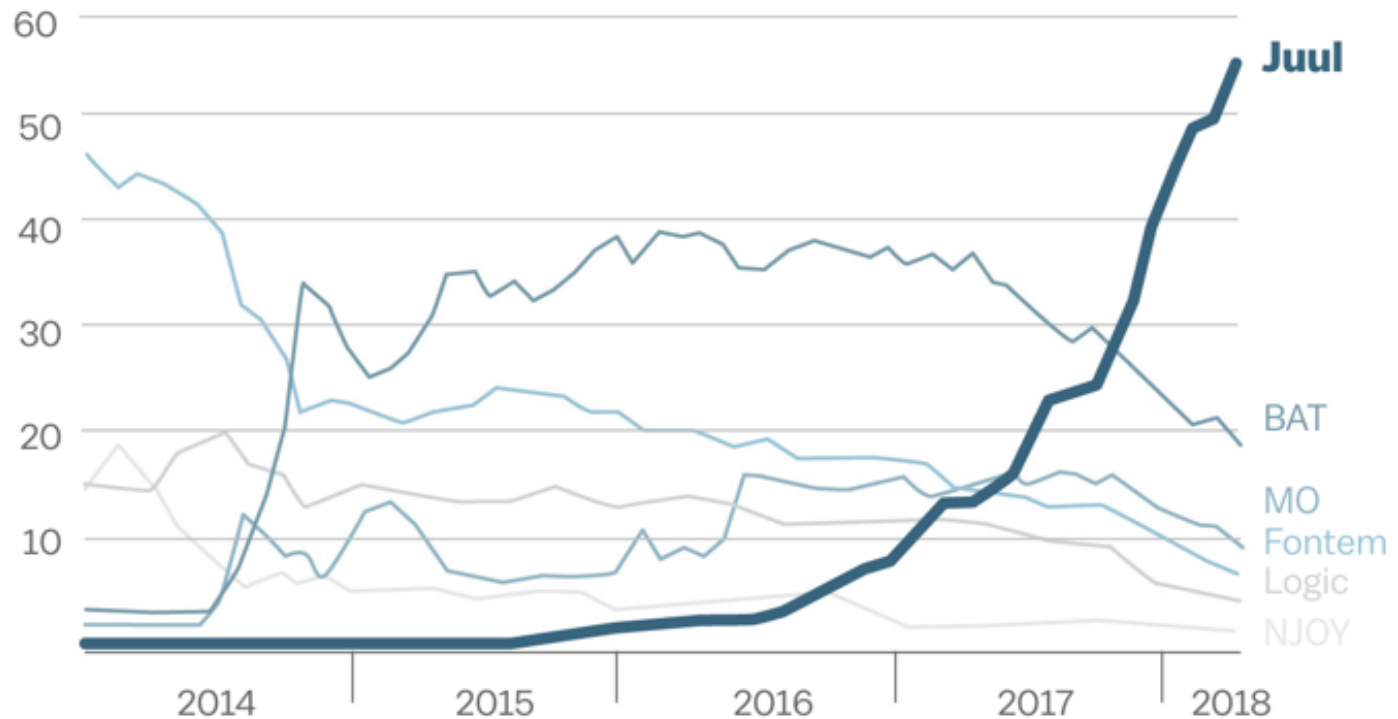


JUUL



Juul sales are booming

Dollar share percentage of the e-cigarette traditional retail market, as of March 2018



Source: Nielsen Total US xAOC/Convenience Database and Wells Fargo Securities, LLC

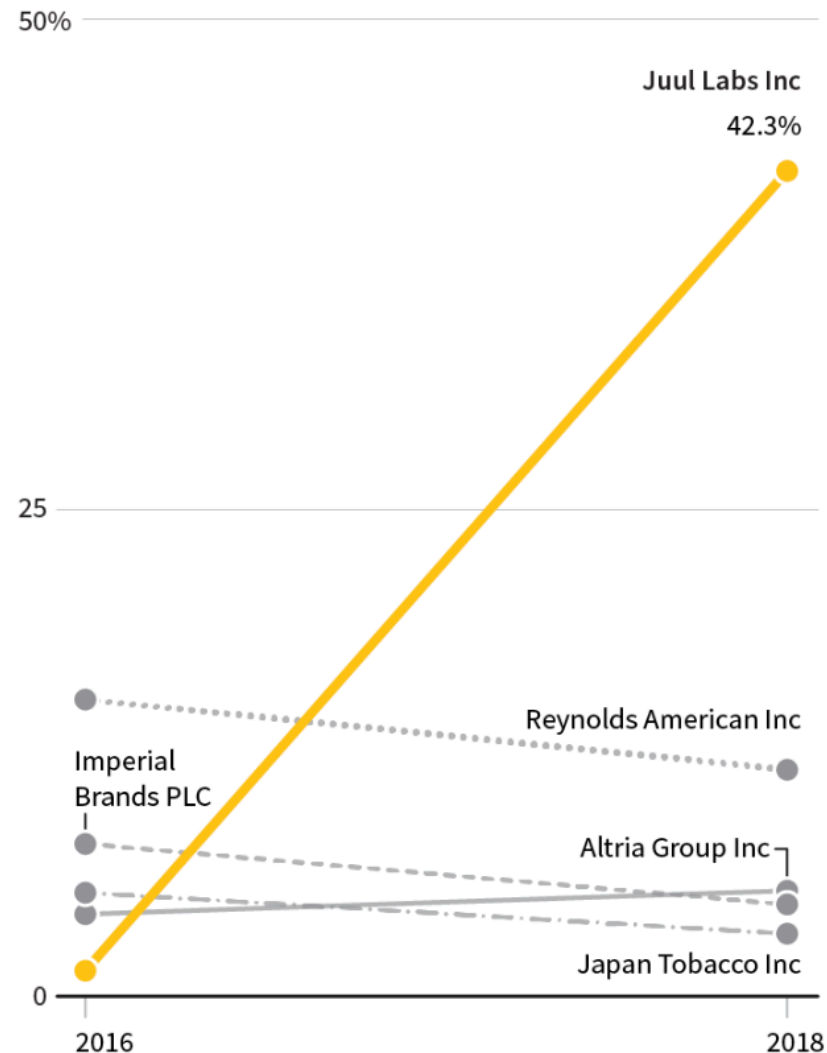
Vox



Juul's explosive growth

In just two years, Juul captured 40% of the U.S. e-cigarette market.

MARKET SHARE



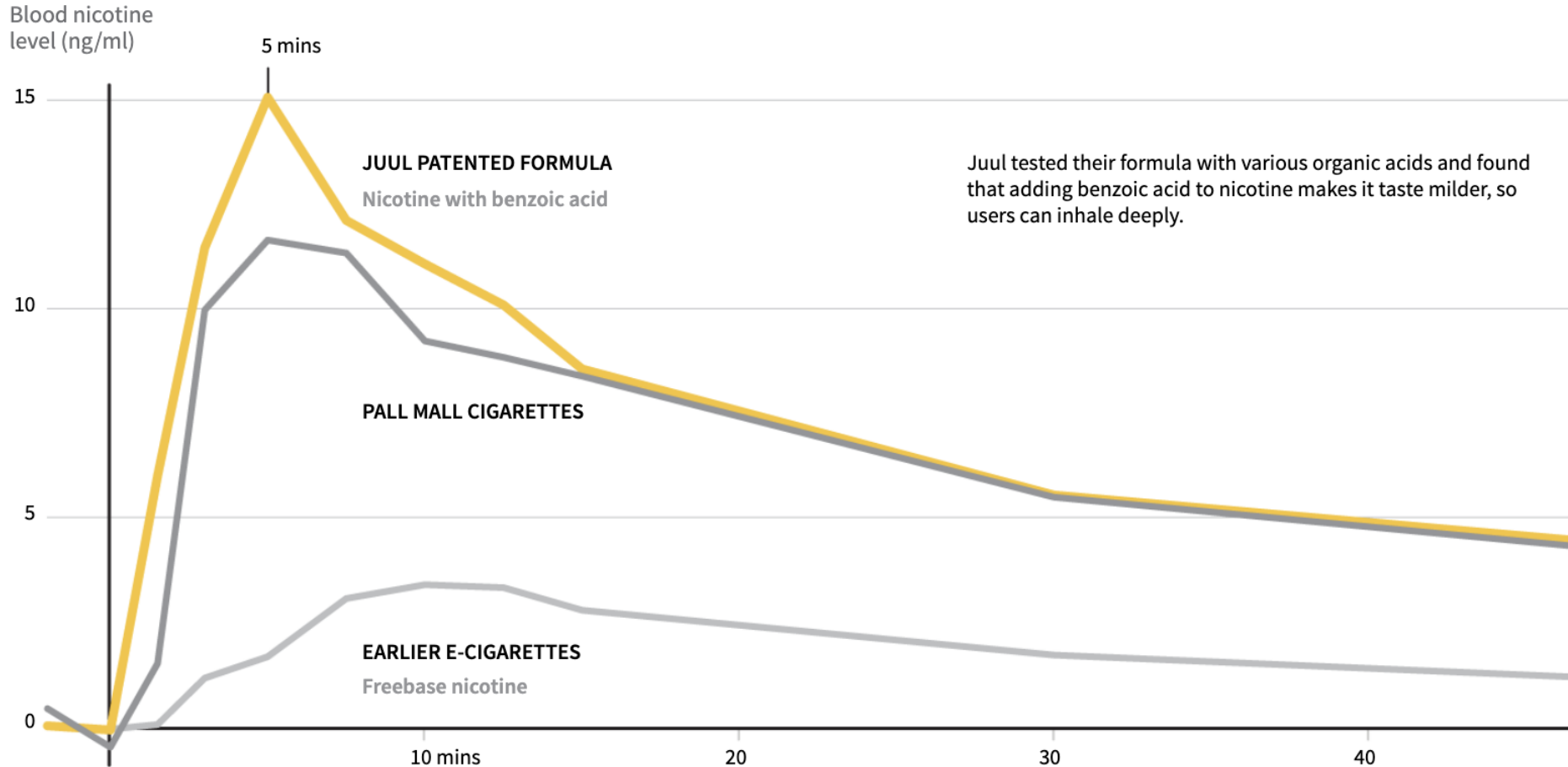
Source: Euromonitor International



Juul's nicotine rush

A chart filed with the patent on Juul's nicotine liquid shows how the formula delivers much more nicotine than earlier vaping devices – and more than a Pall Mall cigarette.

HOW QUICKLY DIFFERENT FORMS OF NICOTINE ENTER THE BLOODSTREAM



Source: Ploom Inc. patent, World Intellectual Property Organization

The JUUL Defense – PR & Technicalities

Juul Maker to Invest \$30M to Combat Underage Vaping

The maker of the much-debated e-cigarette brand Juul says it will spend \$30 million to try to keep its products from underage users.

April 25, 2018, at 6:11 a.m.



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NEWS

october 30, 2018

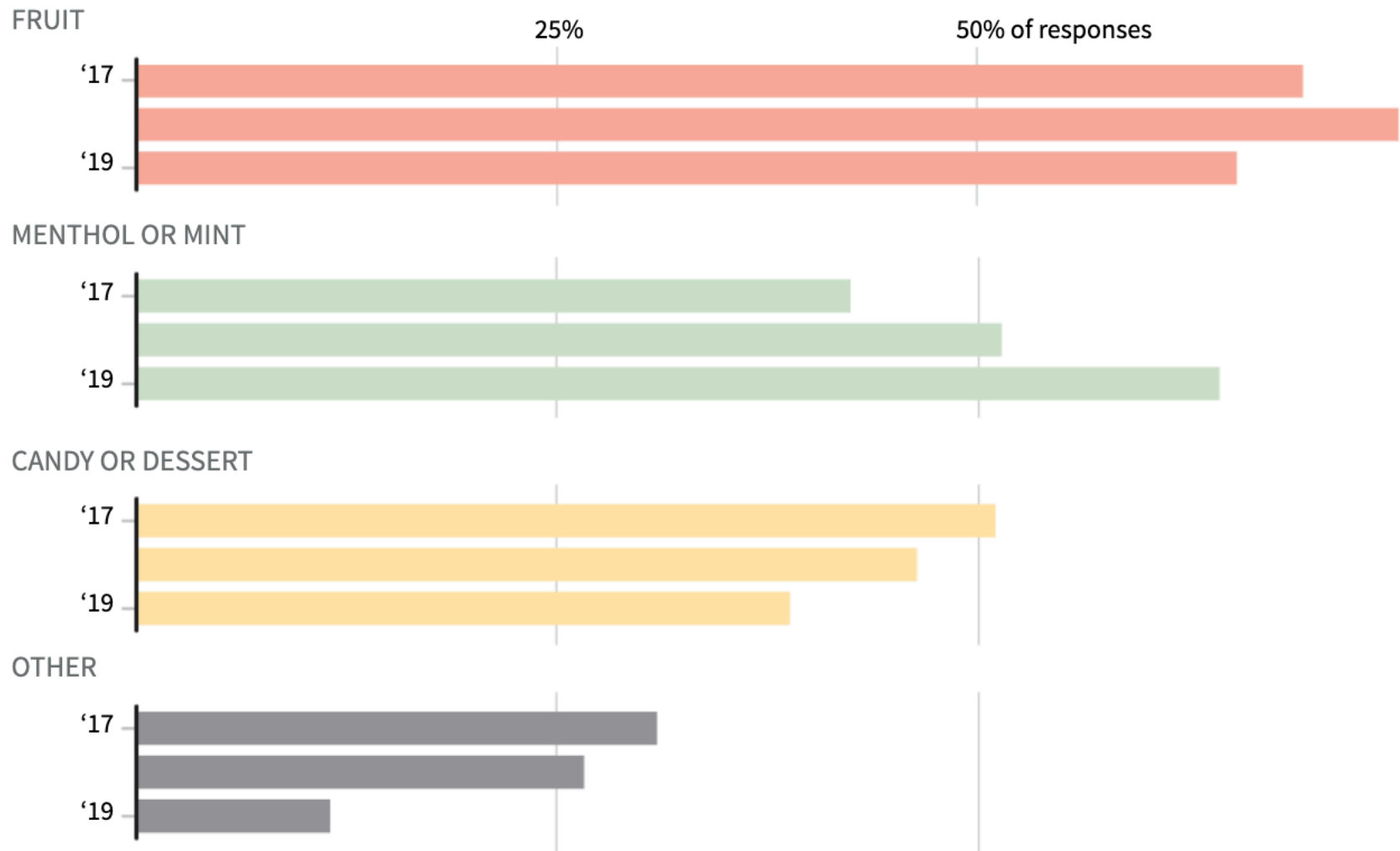
new study reveals teens 16 times more likely to use juul than older age groups

[e-cigarettes](#) [youth/young adults](#)



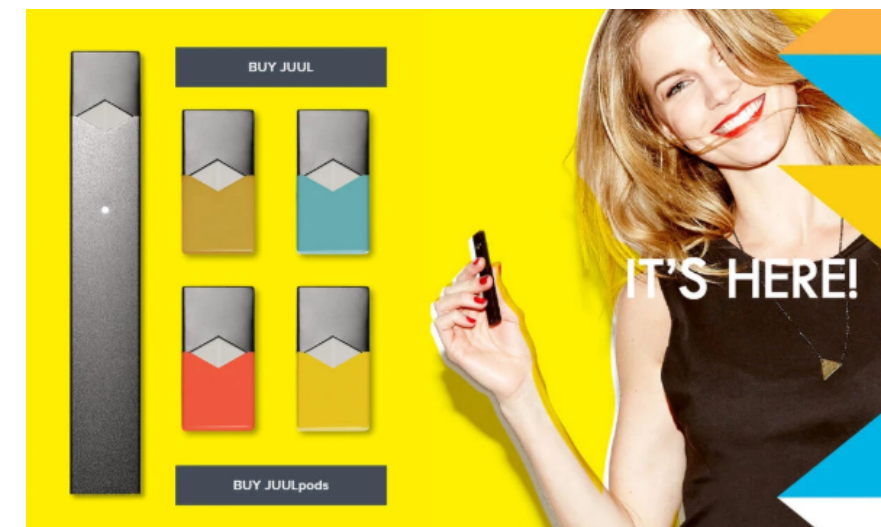
MOST POPULAR E-CIGARETTE FLAVORS, 2017-19

Flavors used by high school students in the previous 30 days.



Note: In each year's survey, alcohol, chocolate or clove or spice flavors got less than 10% of responses each.

Sources: National Youth Tobacco Survey, U.S. Food and Drug Administration; Juul



Did Juul Lure Teenagers and Get 'Customers for Life'?

The e-cigarette company says it never sought teenage users, but the F.D.A. is investigating whether Juul intentionally marketed its devices to youth.

Juul went into a ninth-grade classroom and called its device 'totally safe,' teens testify

By Arman Azad, CNN

🕒 Updated 10:31 AM ET, Thu July 25, 2019

The logo for the New York Post, with the words "NEW YORK POST" in a bold, italicized, sans-serif font. The text is white with a black outline, set against a red background.

Juul targeted teens by spending over \$200K on influencers

By Amanda Woods

July 26, 2019 | 3:53pm | Updated

Marlboro Modernizes Its Method Of Peddling Death To Kids



BUSINESS

Altria Buys 35 Percent Stake In E-Cigarette Maker Juul

December 20, 2018 - 6:18 PM ET



Juul Labs gets \$12.8 billion investment from Marlboro maker Altria Group



Illustration:Aida Amer/Axios

Juul workers get \$2 billion bonus from tobacco giant investment

BY KATE GIBSON
UPDATED ON: DECEMBER 21, 2018 / 1:35 PM / MONEYWATCH

LIFESTYLE / NEWS

After a \$2 Billion Company Bonus, Employees at Juul Just Became Overnight Millionaires

Approximately 1,500 Juul employees will get an average of \$1.3 million.



9,532 views | Jul 24, 2019, 06:30am

Ahead Of Congressional Hearing, Juul Crosses \$1 Million In Quarterly Lobbying Payouts For The First Time



Kenrick Cai Forbes Staff
I write about tech.

11,295 views | Aug 15, 2019, 08:52am

Vaping Industry Group Sues FDA To Delay E-Cigarette Review



Lisette Voytko Forbes Staff
Business
Breaking News Reporter

San Francisco Chronicle

Juul dominates SF ballot measure spending, shelling out \$4.3 million to defend vaping



Catherine Ho | Aug. 16, 2019 | Updated: Aug. 16, 2019 5:08 p.m.

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JUUL

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Did Juul Lure Teenagers and Get 'Customers for Life'?

The e-cigarette company says it never sought teenage users, but the F.D.A. is investigating whether Juul intentionally marketed its devices to youth.

PAX

PAX 3



A vaporizer for both flower and waxy extracts.



[SHOP PAX 3](#)

PAX 2



A flower vaporizer to rediscover cannabis.



[SHOP PAX 2](#)

PAX Era



The effortless system for cannabis oils.



[SHOP PAX ERA](#)

Vaping Jargon – A Select List

- Drug subculture, group identification
- Terms
 - Juice
 - Throat hit
 - Vape Tricks
 - Blend

E-Liquids

■ PG vs. VG

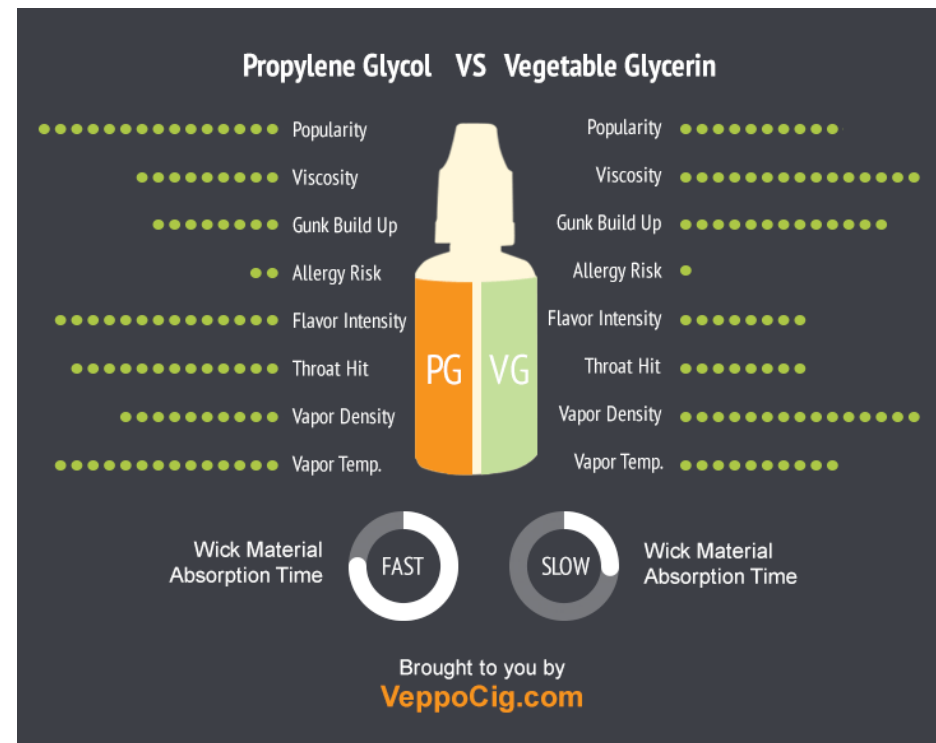
— PG

- Thinner, + Throat Hit

— VG

- Thicker, sweeter, more vapor

■ Buying E-Liquid



Vaping – Appealing to Adolescents

- Easy to conceal use
 - Low odor
 - No smoke
- Can use in the bathroom, or discreetly in a classroom
- Marketing advantage with flavors
- JUUL looks like a flash drive