

There are many types of vaporizers, including electronic cigarettes, e-cigars, and hookah pens.

# VAPING? #fail

Tobacco companies have a long history of targeting youth and lying about the harms of their products... and they are at it again with vaporizers.

It's no accident hookah pens and e-cigarettes come in high-tech packaging and sweet flavors like strawberry, peach, and menthol.

## The Tobacco Industry is Targeting You

Tobacco companies know what attracts youth. Once secret industry documents tell us they use attractive packaging and flavors to target youth.<sup>1</sup>

### Addictive

Nicotine vaporizers, such as electronic cigarettes (e-cigarettes) and hookah pens, vaporize liquid that can contain nicotine, the poisonous and highly addictive substance found in cigarettes, little cigars, hookah, and other tobacco products.

### Untested

Who wants to be a guinea-pig? Not enough studies or tests have been done on nicotine vaporizers, and we don't know what is in each product. What we do know is that toxic and cancer-causing ingredients like formaldehyde and lead can be found in the vapor.<sup>2</sup>

### Illegal

It is illegal for anyone under the age of 18 to buy, possess, or use vaporizers. Youth are not allowed to have vaporizers, or any other tobacco product, on Colorado school grounds.<sup>3</sup>

### **DON'T BE FOOLED!**

*Using vaporizers can get you addicted to nicotine, just like cigarettes or other tobacco products.*

## *Take a Stand Against the Tobacco Industry!*

If you have more questions or want to join other Colorado youth who are taking a stand against the tobacco industry, visit [www.tobaccofreejeffco.com](http://www.tobaccofreejeffco.com), e-mail [tobaccofree@jeffco.us](mailto:tobaccofree@jeffco.us), or call **303-275-7555**.

1. Carpenter CM, Wayne GF, Pauly JL, Koh HK, Connolly GN. "New cigarette brands with flavors that appeal to youth: tobacco marketing strategies." Health Aff (Millwood). 2005 Nov-Dec; 24(6): 1601-10.
2. Goniewicz ML et al. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. Tobacco Control 2014; 23 (2), p. 133.
3. Colorado Revised Statutes 18-13-121, 39-28.5-101