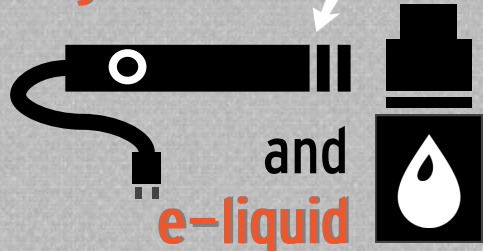




# WARNING

## Nicotine Poisoning & Children

Electronic cigarettes



can contain high concentrations of **NICOTINE:**



addictive

poisonous

&



"These concentrated products are significantly toxic in very small doses." –American Association of Poison Control Centers

### NICOTINE LEVELS ARE HIGHER THAN YOU'D EXPECT!<sup>1</sup>

1 CONVENTIONAL CIGARETTE



= 1.2mg nicotine

PACK OF CIGARETTES = 20 CIGARETTES = 24mg nicotine



E-CIGARETTE



= MORE THAN 20 CIGARETTES >24mg nicotine



E-LIQUID 10ml bottle



= MORE THAN 66 CIGARETTES >80mg nicotine



It takes...

< 1 DROP



BABY (18 lbs)

1 DROP



TODDLER (26 lbs)

< 2 DROPS



CHILD (40 lbs)

LESS THAN A SINGLE DROP!

...to see signs of poisoning.<sup>2</sup>

nausea

headache

dizziness

vomiting

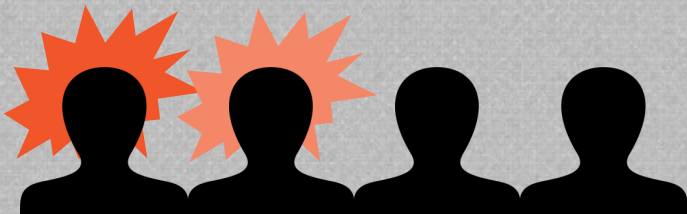
### NICOTINE POISONING HAPPENS EASILY.



E-liquid bottles are designed to dispense liquid nicotine, and e-cigarettes can break or be bitten into.



Poisoning happens when liquid nicotine is absorbed through the skin or accidentally ingested.<sup>3</sup>



25-50% of children poisoned by nicotine go to the ER.<sup>3</sup>

"It's not a matter of IF a child will be seriously poisoned or killed, IT'S A MATTER OF WHEN." –California Poison Control System Director

POISONING rates are increasing:

# CALLS TO ROCKY MOUNTAIN POISON CONTROL<sup>3</sup>

2010 2011 2012 2013 2014

2 5 9 29 51

E-liquid comes in a RAINBOW OF FLAVORS that attract children.



Liquids smell sweet LIKE CANDY.



Labels and nicotine CONTENTS VARY.



CHILD-PROOF MECHANISMS not present or up to FDA standards.

Up & Away

Store e-cigarettes and e-liquid in a locked cabinet or far from the reach of children. Do not use these products around others.

Get Help

For a poison emergency, call Rocky Mountain Poison Control at 1-800-222-1222. For free help to quit, call 1-800-QUIT-NOW

For more information, call (303) 275-7555, email [tobaccofree@jeffco.us](mailto:tobaccofree@jeffco.us) or visit our website at [www.TobaccoFreeJeffco.com](http://www.TobaccoFreeJeffco.com)

JEFFERSON COUNTY COLORADO Public Health

1. Goniewicz ML et al. Nicotine levels in electronic cigarettes. Nicotine Tob Res 2013;15:158-66  
2. Center for Disease Control. Nicotine: Documentation for Immediately Dangerous to Life or Health Concentrations. Updated May 1994.  
3. Rocky Mountain Poison Control. Presentation to Tobacco-Free Jeffco Alliance. June 2014.