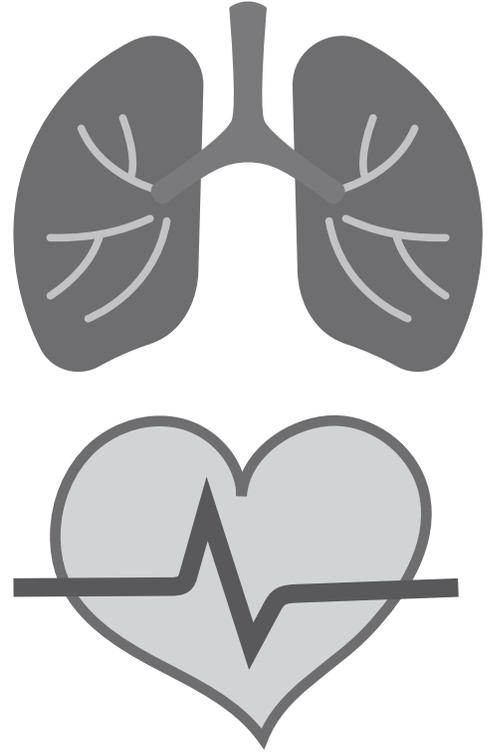


Health Risks and Consequences

There is NO evidence that E-cigarettes are Risk-Free. To the contrary, e-cigarettes may lead to a multitude of negative health issues and dangers:

- » Damage to the brain, heart and lungs, especially when used during adolescence or fetal development
- » Cancerous tumor development
- » Preterm deliveries and stillbirths in pregnant women
- » May lower the body's ability to fight infection
- » The chemicals in vape smoke cause "popcorn lung"
- » Accidental ingestion on vape liquid is poisonous
- » E-juice also contains formaldehyde or embalming fluid
- » Pneumonia is a risk of vape users
- » E-cigarette usage is linked to depression
- » Nicotine addiction
- » The levels of nicotine are loosely monitored
- » Metal particles are found in vape smoke
- » Lithium ion-powered vapes can blow up



... and there's more

Using nicotine increases the risk of addiction.

Nicotine addiction is difficult to reverse, and addiction to e-cigarettes can lead to using other nicotine products, including smoking cigarettes, as well as alcohol and other drugs

Nicotine can affect brain development and functioning in young people.

Young people are particularly vulnerable to using e-cigarettes and vaping devices and their effects. The younger a person is when he or she tries nicotine, the greater the risk of addiction. The developing brain is more vulnerable to the effects of addictive substances than a fully developed adult brain. Additionally, nicotine can disrupt brain development, interfere with long-term cognitive functioning and increase the risk of various mental and physical health problems later in life. The brain is not fully developed until mid twenties.

E-cigarettes and other vaping devices are not FDA approved.

These products are not approved by the U.S. Food and Drug Administration (FDA) as a smoking cessation aid. Until very recently, manufacturers and distributors of e-cigarettes and other vaping devices were not bound by standards of safety set by the FDA for smoked tobacco products. Despite the new regulations, e-cigarette manufacturers are free to project a risk-free image in their marketing, and offer enticing candy-like flavors that appeal to children, adolescents and young adults.