

# e-cigarettes: alarming addiction trend for kids

By 2013, Alaska's high school youth smoking rate was 11 percent, a decline of 70 percent since 1995, which is an amazing success. Unfortunately, we have seen no progress in youth smoking rates since (still 11 percent in 2015) and we now know that Alaska teens are using another nicotine delivery system, e-cigarettes, at a higher rate — 18 percent — than smoking.<sup>13</sup>



E-cigarettes (also known as e-hookahs, vape pens, vaporizers, e-cigars) — are electronic devices that allow users to inhale a heated aerosol containing *nicotine* and other substances. Using an e-cigarette is commonly referred to as “vaping”.

## Sample of electronic smoking devices



Adapted from: Grana, Benowitz, & Glantz. (2013). Background Paper on E-cigarettes (Electronic Nicotine Delivery Systems). UCSF Center for Tobacco Control Research and Education. Hookah pen source: imperialcigs.com

## Recent research presents disturbing implications for youth e-cigarette use

**Nicotine** is highly addictive and may harm adolescent brain development.<sup>2</sup> New data are showing that e-cigarettes have the potential to addict youth to nicotine and increase their uptake of tobacco products.<sup>14</sup>

**Chemicals in the cloud** — studies suggest that heated e-cigarette liquid creates an aerosol containing a variety of chemicals, heavy metals, toxins or carcinogens and ultrafine particles that can be inhaled deep into the lungs.<sup>15</sup> While these chemicals are often at lower levels than those found in cigarette smoke, they are of concern in terms of health harms and require further study.

**E-cigarette flavoring** ingredients are not approved as safe for inhalation, only for eating, according to a recent statement by the Flavoring Extract Manufacturers Association.<sup>16</sup>

## Unregulated product, unrestricted marketing

# 18 million high school youth exposed to e-cig ads

There are no regulations or standards related to the marketing, safety or cessation effectiveness of this product! The tobacco industry has accelerated advertising spending from \$6.4 million in 2011 to \$115 million in 2014, resulting in more than 18 million (7 in 10) US middle and high school youth exposed to e-cigarette ads in 2014.<sup>17</sup>

Some research indicates that e-cigarette nicotine levels differ from those claimed on the packaging.<sup>18</sup> More than 450 brands of e-cigarettes, including those owned by major tobacco companies, are on the market, with over 7,000 youth-enticing flavors such as Cupcake, Fruit Squirts, Cotton Candy and Tutti Frutti.<sup>19</sup>

## E-cigarette brands and respective tobacco companies

- Mark Ten by Altria (maker of Marlboro, Virginia Slims)
- blu by Imperial Brands (maker of Kool, Winston, Salem)
- Vuse by Reynolds American (maker of Camel)