The Addiction Sweeping American Schools

Imagine a potent little device, as slender as a USB memory stick and as sleek as an iPhone. From it comes only the pleasant smell and taste of Mango, Mint or Creme Brulee, yet it packs the nicotine punch of a full pack of cigarettes. Juuls give a quick head rush of stimulation that kids love, but soon can’t stop.

Essentially unregulated, Juul through its intense social media campaign and new formulation of nicotine has exploded in popularity. In 18 months, Juuls climbed to a dominant market share and a $15 billion valuation by addicting teens. To view a frightening middle-school video go to www.tobacco21.org/juuls

The Toll of Tobacco

- Tobacco kills half a million people a year: equivalent to three 747s crashing each day, and more than car crashes, gun violence and drug overdoses combined.
- The developing teenage brain is particularly vulnerable to the addictive effects of nicotine.
- Early nicotine use in susceptible teens may lead to addiction and multi-substance abuse, as well as mental illnesses including anxiety, depression, suicidality, bipolar and schizophrenia.

More than 95% of smokers started before age 21
350 teens become regular smokers each day in the U.S.

The Centers for Disease Control (CDC) projects that without a trajectory change nicotine addiction and tobacco use will dramatically shorten the lives of 5.6 million kids alive today.

The Rise of Juul

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Cutting the Supply

- On average American kids try smoking for the first time at age 13.7.
- The primary source of tobacco products for underage smokers are their 18 to 20 year old peers.
- Tobacco 21 laws disrupt the social availability of all Nicotine products to young people. But without strict enforcement this intervention ultimately fails.

Tobacco 21 is only effective if there is real enforcement, but the current age-18 system that depends on the police arresting the minimum-wage clerk simply doesn’t work. Using Health Department inspectors to insure retailer compliance is the secret to giving kids just a little more time to grow up addiction free.

—Rob Crane, MD
President, Preventing Tobacco Addiction Foundation
75% of U.S. adults favor raising the Minimum Legal Sales Age for all tobacco products to 21.

Public Support for T21

Endorsing Organizations