



Each JUUL pod delivers the same amount of nicotine as 20 cigarettes.

Teen e-cigarette use is an epidemic in the United States

Don't let sweet-talking ads from JUUL fool you - JUUL's flavored e-cigarettes deliver massive doses of addictive nicotine. It's no wonder Marlboro-maker Altria spent \$12.8 billion buying into JUUL. Their mint, menthol, fruit, crème and mango flavors have fueled what the FDA warns is a "youth e-cigarette epidemic." It's time to act: Stop flavored e-cigarettes and give our kids, parents and teachers a fighting chance.



American Heart Association



American Academy of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®



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Paid for by Campaign for Tobacco-Free Kids