WHAT ARE E-CIGARETTES?
An electronic cigarette is an oral device that can be used to simulate smoking and that produces an aerosol of nicotine and/or other substances.

THEY TAKE MANY FORMS
E-cigarettes are also known as e-hookahs, hookah pens, vape pens, vaporizers, e-cigs, and e-pipes.

4 REASONS TO BE CONCERNED ABOUT E-CIGARETTES

They produce more than just water vapor
- Secondhand aerosol can contain nicotine, ultrafine particles, heavy metals, and cancer-causing chemicals.¹
- Communities have come to expect clean indoor air; e-cigarette use threatens this standard and makes enforcement confusing.

They haven’t been proven safe
- Studies have found some e-cigarettes contain high levels of formaldehyde and diacetyl, chemicals harmful to the human body.²
- Contents vary widely and don’t always match the ingredients or amounts listed on labels.³

They aren’t approved to help smokers quit
- No e-cigarette has been approved by the FDA as a cessation device.
- E-cigarette users often continue to smoke regular cigarettes as well as use e-cigarettes.⁴

They appeal to youth
- In Wisconsin, 13% of high school students currently use e-cigarettes, surpassing the use of conventional cigarettes.⁵
- E-cigarettes are the most commonly used tobacco product among youth, a cause for concern since nicotine is known to have harmful effects on adolescent brains.⁶
  Alarming, e-cigarette use is associated
  with increased intentions to smoke conventional cigarettes.⁷

Almost 88% of youth think they wouldn’t try an e-cigarette if it didn’t have any flavor such as candy or fruit.⁸

⁵ 2016 Wisconsin Youth Tobacco Survey
⁶ The health consequences of smoking—50 years of progress. US Department of Health and Human Services, CDC, 2014