



THE CURRENT STATUS OF VAPING AND VAPING ASSOCIATED ILLNESSES

MAKE A DIFFERENCE. EVERY DAY.



VAPING OR e-CIGARETTE USE

INTRODUCED TO US MARKET IN 2006

CONTAINS NICOTINE

IS NOT APPROVED AS AN ADJUNCT TO QUITTING
COMBUSTIBLE CIGARETTE SMOKING BY THE FDA

INITIALLY FELT TO BE SAFER AND LESS ADDICTING THAN
CIGARETTES

USES A HAND-HELD DEVICE THAT HEATS WATER VAPOR WITH
THE USE OF A BATTERY AND SOME TOBACCO SOLVENT TO
CREATE AN INHALABLE SUBSTANCE

MAKE A DIFFERENCE. EVERY DAY.



COMPARISON

CIGARETTES

- Contains 7000 chemicals at least 70 known to cause cancer

Creates large amount of toxic fumes poisonous to others

ELECTRONIC CIGARETTES

- Contains flavors, protonated or nicotine salts, propylene glycol, glycerin and oils
- Generally only bothersome to the inhaler and not others

MAKE A DIFFERENCE. EVERY DAY.



COMBUSTIBLE CIGARETTES

Single leading cause of preventable death and disease in the world

Contributes to 480,000 deaths in the US yearly

Lung Cancer is the leading cause of Cancer Deaths

Smokers have 100% increased probability of DEATH than Non-Smokers

KILLS more people each year than alcohol, AIDS, car accidents, illegal drugs, murders and suicides COMBINED

MAKE A DIFFERENCE. EVERY DAY.



FINANCIAL COSTS

250 BILLION cigarettes sold in the US each year

Americans spend \$604 BILLION yearly

Smoking costs US Healthcare \$326 BILLION yearly including \$170 BILLION in Direct Patient care costs and \$156 BILLION in lost production

AVERAGE smoker spends > \$2200/yr on smoking products not including higher insurance premiums and out of pocket costs

MANY of the people are at or below the poverty line ALREADY

MAKE A DIFFERENCE. EVERY DAY.



MARKETING BY BIG TOBACCO

SPENDS \$8.7 BILLION dollars each year on marketing

OR APPROXIMATELY \$1 MILLION DOLLARS PER HOUR

People with < 12 years of Education 300% more likely to be smokers

People below the Poverty Line 200% more likely to smoke

Minorities more likely to smoke with #5% of Adult Native Americans smoke

LESS than 10% of College Educated Caucasian descent individuals smoke

MAKE A DIFFERENCE. EVERY DAY.



SMOKING AND STEMI RISK

50% of all STEMI patients are smokers

IN patients UNDER 50 80% are smokers

WOMEN smokers under 50 are 13 TIMES more likely to have a STEMI than their NON-SMOKING counterparts

IN GENERAL Women smokers have 662% HIGHER risk of STEMI than NONSMOKERS and men have 440% HIGHER risk

THE GOOD NEWS IS THAT FORMER SMOKERS GRADUALLY ATTAIN A RISK SIMILAR TO THOSE WHO HAVE NEVER SMOKED!!

MAKE A DIFFERENCE. EVERY DAY.



GOOD NEWS

THE SMOKING POPULATION OF THE US IS AT IT'S LOWEST POINT IN 60 YEARS

SECOND- HAND SMOKING RISK IS MARKEDLY REDUCED SECONDARY TO LOCAL LEGISLATIVE EFFORTS TO REMOVE SMOKING FROM ALL PUBLIC PLACES

SMOKING CESSATION CAN WORK

THERE ARE CURRENTLY MORE FORMER SMOKERS THAN SMOKERS IN THE US

7/10 SMOKERS WOULD LIKE TO QUIT

MAKE A DIFFERENCE. EVERY DAY.



SO WHAT HAPPENED?

MAKE A DIFFERENCE. EVERY DAY.



VAPING HAPPENED!!

CERTAIN COMPANIES CLAIMING TO BE ABLE TO CURE
MANKIND OF CIGARETTES FOREVER STARTED UP

“E-CIGARETTES ARE A WAY TO IMPROVE THE LIVES
OF THE WORLD’S 1 BILLION ADULT SMOKERS”

“ONE OF THE GREATEST OPPORTUNITIES IN PUBLIC
HEALTH IN THE HISTORY OF MANKIND”

PLOOM#PAX#JUUL STARTED

MAKE A DIFFERENCE. EVERY DAY.



JUUL

Started in 2007 by James Monsees and Adam Bowen, two graduates of the Design Program at Stanford University

Ironically, they met each other on a “cigarette break”

Their website says they were attempting to develop a safer product and a way to help people stop smoking!!

Monsees is the Chief Product Officer and Bowen is the Chief Technology Officer

Recently the company and others have come under the scrutiny of the FDA and The White House and they are being investigated for Marketing fraud among other problems

MAKE A DIFFERENCE. EVERY DAY.



VAPING HAS EXPLODED

5.5 MILLION ADULTS USE E-CIGARETTES

2 MILLION US ADULTS WHO WERE NEVER SMOKERS NOW USE E-CIGARETTES DAILY

E-CIGARETTE USE AMONG MIDDLE SCHOOL STUDENTS AND HIGH SCHOOL STUDENTS HAVE INCREASED ALMOST 80% FROM 2017 TO 2018

37% OF HIGH SCHOOL SENIORS HAVE USED E-CIGARETTES IN THE LAST MONTH

TEENS WHO VAPE ARE MORE LIKELY TO START USING COMBUSTIBLE TOBACCO

ONLY 6% OF HIGH SCHOOL STUDENTS REPORTED SMOKING IN THE LAST MONTH WHILE 28% HAVE VAPED

OF TEENS WHO VAPE 28% REPORTED VAPING ON AT LEAST 20 OF THE LAST 30 DAYS

MAKE A DIFFERENCE. EVERY DAY.



WHY??

AFTER DECADES OF PROGRESS IN SMOKING AVOIDANCE,
WHAT HAPPENED??

MAKE A DIFFERENCE. EVERY DAY.



PATH study group

POPULATION ASSESSMENT OF TOBACCO AND HEALTH STUDY

MORE THAN 2.5 TIMES MORE LIKELY FOR SCHOOL AGE CHILDREN TO USE VAPING
VRS TRADITIONAL CIGARETTE AS FIRST TOBACCO PRODUCT

KIDS WHO SMOKE E-CIGARETTES ARE 4 TIMES MORE LIKELY TO TRY TRADITIONAL
CIGARETTES

UNFORTUNATELY, THE ASSOCIATION OF E-CIGARETTE USE WAS THE STONGEST IN
THOSE YOUTH FELT TO BE AT LOW RISK (I.E. YOUTHS REPORTING MUCH LOWER
PREVALANCE OF OTHER RISKY BEHAVIORS)

THESE ARE OTHERWISE GOOD KIDS

MAKE A DIFFERENCE. EVERY DAY.



JUULING

JUUL HAS APPEARED TO TARGET YOUTH BY MAKING HIGH TECH, SLICK LOOKING DEVICES THAT LOOK LIKE A USB DRIVE AND ARE EASILY CONCEALED (RECENTLY SAW AN ADD FOR A HOODIE WITH TINY POCKETS ON THE SLEEVES JUST RIGHT FOR CONCEALING YOUR JUUL DEVICE FROM TEACHERS AND PARENTS

SMOOTHER TASTE THAT DOESN'T BURN THE THROAT

FLAVORS

LIMITED VISIBILITY OF VAPOR FROM THEIR DEVICE SO THAT SOME KIDS CAN SMOKE IN CLASS WITHOUT BEING DETECTED

AVAILABILITY (CAN BUY AT YOUR LOCAL VAPE SHOP) OR ONLINE

STRONG USE OF SOCIAL MEDIA SUCH AS FACEBOOK, INSTAGRAM AND YOUTUBE

MAKE A DIFFERENCE. EVERY DAY.



STANFORD HIGH SCHOOL STUDY

63% OF USERS WERE UNAWARE THAT JUUL DEVICES ACTUALLY CONTAIN NICOTINE (THEY ACTUALLY CONTAIN AS MUCH NICOTINE IN ONE POD AS A PACK OF CIGARETTES)

31% SAID THEY USE THEM DUE TO THE AVAILABILITY OF FLAVORS

74% OBTAINED PRODUCT FROM A LOCAL STORE

89% OF THOSE WHO ATTEMPTED TO BUY JUUL ONLINE WERE SUCCESSFUL

MAKE A DIFFERENCE. EVERY DAY.



SCIENCE OF INJURY

THERE HAVE NOW BEEN ALMOST 1300 CASES OF REPORTED VAPING-INDUCED LUNG INJURY INCLUDING THIS MONTH'S SOUTH DAKOTA JOURNAL OF MEDICINE

THERE HAVE BEEN 26 REPORTED VAPING-ASSOCIATED DEATHS

CAUSES EOSINOPHILIC PNEUMONITIS WITH TYPICAL GROUND APPEARANCE IMPROVING WITH STEROIDS AND CESSATION OF VAPING

REACTIONS RELATED TO FLAVORS, ETHYL MALFOL, FORMALDEHYDE-CAUSING CHEMICALS CAN BE RELEASED WITH HIGH TEMP VAPING DEVICES

PROPYLENE GLYCOL CAN CAUSE EPITHELIAL INJURY AND DEEP AIRWAY INFLAMMATION

BENZOIC ACID CAN INDUCE COUGHING, SORE THROAT AND ABDOMINAL PAIN

5% NICOTINE IS VERY ADDICTIVE REACHING THE BRAIN WITHIN 30 SECONDS OF VAPING AND TEENS DEVELOPING BRAINS ARE NOT EQUIPPED TO HANDLE IT

MAKE A DIFFERENCE. EVERY DAY.



OTHER RISKS

THERE HAVE BEEN DEATHS ASSOCIATED WITH THE BATTERIES IN THE DEVICES EXPLODING WITH FACIAL INJURY AND OTHER BURNS

THERE HAS BEEN AN INCREASE IN SEIZURES NOTED BOTH IN PEOPLE WITH PREEXISTING SEIZURE DISORDER AND WITHOUT POSSIBLE RELATED TO ACUTE NICOTINE TOXICITY

STUDIES FROM THE UK HAVE DEMONSTRATED 36% INCREASE RISK IN E-CIGARETTE AND REGULAR CIGARETTE USE

HIGHER RISK OF CVA (71%) AND ACUTE HYPERTENSION WITH 59% HIGHER RISK OF MI OR ANGINA

HOWEVER, E-CIGARETTE USE WAS MORE EFFECTIVE THAN OTHER MODALITIES AS AN ADJUNCT TO SMOKING CESSATION (TWO TIMES NRT)

BUT AT ONE YEAR 80% WERE STILL USING E-CIGARETTES VRS 9% WHO USED NRT TO QUIT(PICK YOUR POISON)

MAKE A DIFFERENCE. EVERY DAY.



IS THERE AN END IN SIGHT?

MANY CITIES (INCLUDING SAN FRANCISCO) WHERE THE CORPORATE HEADQUARTERS OF JUUL IS LOCATED) HAVE BANDED THE USE OF FLAVORED TOBACCO PRODUCTS

WALMART IS BANNING THE SALE OF E-CIGARETTES

CNN STOPPED RUNNING JUUL AND OTHER MAKERS ADS

MICHIGAN, NEW YORK, MASS, RHODE ISLAND AND WASHINGTON STATE HAVE ANNOUNCED BANS ON SOME PRODUCTS WITH ILLINOIS, NEW JERSEY AND DELAWARE CONSIDERING SIMILAR LEGISLATION

THE WHITE HOUSE IS CONSIDERING ABOLISHING ALL FLAVORED TOBACCO PRODUCTS

ISRAEL AND INDIA HAVE BANNED SALE OF THESE PRODUCTS

AS OF SEPTEMBER 21, 2019 JUUL IS NAMED IN 56 LAWSUITS IN FEDERAL COURT

MAKE A DIFFERENCE. EVERY DAY.



IS THERE AN END IN SIGHT?

THE FDA HAS ISSUED A WARNING LETTER TO JUUL VIOLATING FEDERAL REGULATIONS BY PROMOTING VAPING AS A SAFER ALTERNATIVE

THEY ARE BEING INVESTIGATED FOR MARKETING TO YOUTH BY USING SOCIAL MEDIA AND PAYING SOCIAL MEDIA INFLUENCERS TO RATE THEIR PRODUCTS

IN MAY 2020 THE FDA WILL START WEIGHING "THE DEEPLY TROUBLING UPTAKE OF THESE PRODUCTS BY OUR NATIONS YOUTH AGAINST THE POSSIBLE BENEFITS OF DECREASED USE OF CIGARETTES BY ADULTS" THE FDA HAS THE LEGAL RIGHT TO REMOVE THESE PRODUCTS ENTIRELY FROM THE SHELVES

THIS HAS NOW BECOME A POLITICALLY CHARGED TOPIC WITH MANY LEGISLATORS ON BOTH SIDES OF THE AISLE (IF YOU CAN BELIEVE IT) STEPPING UP ATTACKS ON MANUFACTURERS

MAKE A DIFFERENCE. EVERY DAY.



MEANWHILE...

JUUL IS MAKING LOWER DOSE NICOTINE PODS

TRYING TO REBRAND ITSELF FOR ONLY ADULT CURRENT CIGARETTE SMOKERS

JUUL ANNOUNCED IT WILL STOP SELLING FLAVORED PODS IN 90,000 RETAIL STORES

STOPPED ALL US MARKETING

PROVIDED \$100 MILLION IN INCENTIVES FOR RETAILERS TO PREVENT A NEW ELECTRONIC AGE VERIFICATION SYSTEM TO PREVENT THOSE UNDER 18(MAYBE UNDER 21) FROM BEING ABLE TO BUY PRODUCT ONLINE

AND THEN AGAIN, THEY ARE LOOKING TO PROVIDE A RETURN DEPOSIT ON PODS AND DEVICES BECAUSE "THE COMPANY TAKES ENVIRONMENTAL IMPACT SERIOUSLY AND IS COMMITTED TO RESPONSIBLE STEWARDSHIP AND ENVIRONMENTAL SUSTAINABILITY"

KILL HUMANS, SAVE WHALES, INSERT GREEN VOMITING EMOJI

MAKE A DIFFERENCE. EVERY DAY.



THEN AGAIN

CEO QUOTED AS SAYING "FRANKLY WE DO NOT KNOW THE EFFECT OF JUUL ON USERS INCLUDING MINORS BECAUSE WE HAVE NOT DONE THE LONG-TERM LONGITUDINAL TESTING THAT WE NEED TO DO"

HE WAS RECENTLY FIRED AND THE NEW CEO IS K.C.CROSTHWAITE, THE CHIEF GROWTH OFFICER OF ALTRIA, THE WORLDS LARGEST TOBACCO PRODUCT SELLER, WHO PURCHASED 35% OF THE STOCK OF JUUL, MAKING MONSEES AND BOWEN INSTANT BILLIONAIRES

IS THIS DÉJÀ VU ALL OVER AGAIN??

MAKE A DIFFERENCE. EVERY DAY.



THANK YOU FOR YOUR ATTENTION

QUESTIONS?

TOO BAD I AM ON THE BEACH IN MEXICO!!

MAKE A DIFFERENCE. EVERY DAY.

