

The Dangers of JUULing

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JUUL Labs Inc. is an electronic cigarette company produced by Pax labs in 2017. The company developed the JUUL e-cigarette. At the end of 2017, JUUL became the most popular e-cigarette in the United States and has a market share of 72% as of September 2018. Its widespread use by youth has triggered concern from the public health community and there have been multiple investigations by the U.S. Food and Drug Administration.

JUULs contains packages of nicotine salts from a leaf tobacco into one-time use cartridges. The cartridges used for JUULs are typically contained with nicotine, flavorings, and other chemicals. JUUL pods sell in large doses, in either 3% or 5% nicotine cartridges. A JUUL pod that contains 5% nicotine is equivalent to the amount of nicotine in one pack of cigarettes. The liquid in the cartridges can be poisonous if someone touches, sniffs, or drinks it. Customers do not know what the liquid exactly contains because the ingredients are not labeled on the packaging.

JUUL claims that their mission is to improve the lives of adult smokers and to eliminate cigarettes. The JUUL company insists on adult smokers to make the switch from combustible cigarettes to the smoking alternative, JUUL. Marketers said that e-cigarettes were appealing because they could be smoked in places that didn't allow traditional cigarette smoking. Although JUUL vapor may not have an obvious smell and visible smoke like a traditional cigarette does, it still has a negative impact on the human body. Yet makers claim that e-cigarettes don't contain the harmful chemicals that cigarettes do.

Teens and young adults are uniquely vulnerable to nicotine's long-term effects, including increased heart rate, blood pressure, diabetes and lung disease. One young adult, Harrison Whitworth, who is a student at TTU stated that, "Once you start smoking, you usually have a hard time quitting." Nicotine is highly addictive toxic chemical, a main ingredient in tobacco. Another student, Luke Casagrande, stated "I am in fear that JUULing will catch up to my health, that is exactly why I quit last year."

Unfortunately there are many cases where that irresistible feeling of nicotine from a JUUL caught up to many young adults. As mentioned in the NY Times "The Price of Cool: A Teenager, a Juul and Nicotine Addiction", written by Jan Hoffman. The article talks about a 17 year old named Matt overcoming his two year long nicotine addiction. After finding all of Matt's JUUL pods, "Mr. Murphy ordered, 'Nicotine is a lifelong burden. There's a big company with its hand

in your pocket, distracting your thought process continuously. Juuling is a huge undocumented risk. Now, how do we come back together as a family and solve this problem?"

Two hours into the tearful conversation, Matt concluded: "I could not justify the addiction anymore. And I realized my parents were my allies. Because I wanted to stop and they wanted me to stop."

Reading this article is motivational and can hopefully help other young adults to make the switch and stop JUULing.

Source Page

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Supplemental Sources:

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