



# Josh Stein, Attorney General

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## Juul Investigation

Attorney General Josh Stein sent a civil investigative demand to Juul on Oct. 15, 2018. In it, he asks for more information about Juul's marketing practices, retailers, contact with resellers, efforts to verify age before purchase, and any youth education and awareness programs. He also asks for information about the number of North Carolinians using Juul.

### Juul's Prevalence:

- E-cigarettes are electronic vaporizing devices that contain liquid nicotine, flavorings, and other chemicals, including formaldehyde, arsenic, and acetone.
- Juul has captured about **70 percent of the market** for these e-cigarettes.
- According to the CDC, 2.1 million high school students and middle school students reported using Juul in 2017. By the fall of 2018, that number had grown to approximately 3.7 million minors using e-cigarettes.
- In North Carolina, **16.9 percent of high school students and 5.3 percent of middle school students report having used an e-cigarette in the past 30 days.**

### Dangers of E-cigarettes

- Health Risks Associated with Nicotine:
  - Daily e-cigarette users have **twice the risk of a heart attack** – and for those who both vape and smoke cigarettes, the risk increases to 5 times as likely. (American Journal of Preventative Medicine)
  - Vaping leads to increased levels of DNA-damaging chemicals in saliva – which increases the risk of **oral cancer**. (University of Minnesota)
  - The U.S. Surgeon General estimates that 5.6 million young people alive today will **die prematurely** from tobacco use.
- Health Risks Associated with Vaping:
  - E-cigarettes contain toxic chemicals including **formaldehyde, arsenic, and acetone**.
  - Vaping leads to lung tissue inflammation and harm to lungs' protective cells, making people susceptible to allergens and may even lead to **COPD, respiratory disorders, and other health problems**. (University of Birmingham)
- Risk of Addiction:
  - The brain does not finish developing until a person is about 25 years old. **Exposure to a highly addictive drug like nicotine can dramatically change the brain**, making kids get more addicted to nicotine more quickly than adults.
  - CDC research shows that teens who vape are **7 times more likely to smoke regular cigarettes**.
  - According to the U.S. Surgeon General, early exposure to addiction changes the brain and primes young people's brains for addiction. Early nicotine addiction makes people **more likely to become addicted to other drugs in the future**.

### Juul and Marketing to Young People

- Teens are drawn to Juul's sleek design, colorful cases, and kid-friendly flavors, like mango, cucumber, fruit, crème, and mint. **81.5 percent of youth e-cigarette users said they use e-cigarettes because they like the flavors.**
- The flavors mask Juul's high nicotine concentration. **Each refillable flavored Juul insert contains at least as much nicotine as an entire pack of cigarettes.**



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- Juul conducts extensive social media advertising, has placed a huge media buy in Vice magazine – which is promoted as the #1 youth media in the world – and relies on endorsements and music festival sponsorships.
  - All of this raises questions about Juul's marketing to young people.