

Vaping

PREVIEW

The background features a teal color scheme with several abstract graphics. A large, faint silhouette of a person with arms outstretched is centered. To the right, there is a large, semi-transparent globe. Scattered around are several smaller pie charts. In the bottom right corner, there is a bar chart with five vertical bars of varying heights.

What have you heard?

PREVIEW

What is a vape?

Vapes are electronic devices used to inhale aerosol containing nicotine, flavorings and other chemicals.

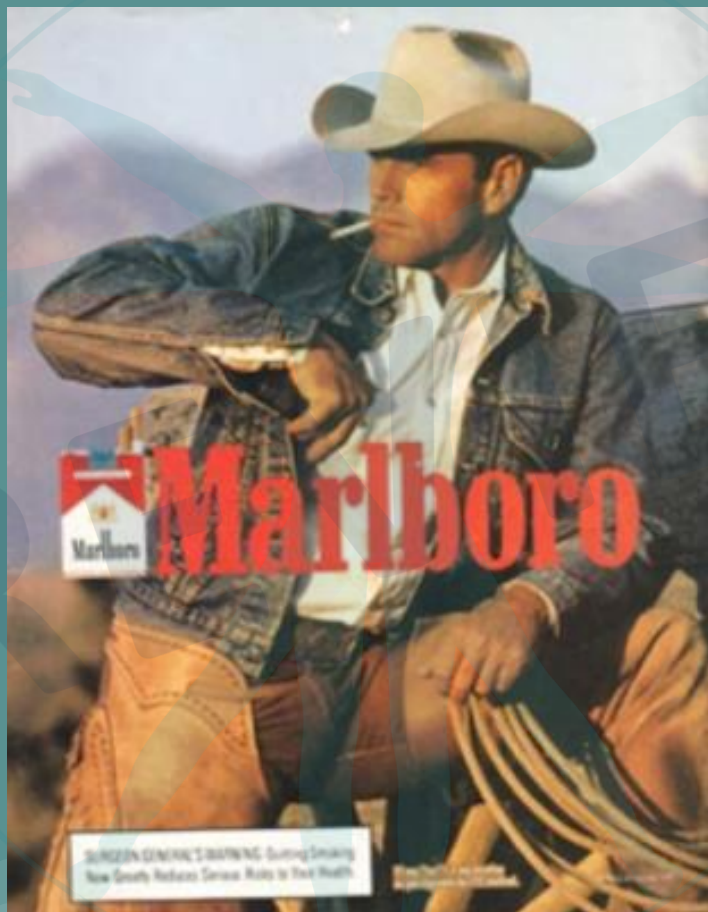


Nicotine & Tobacco

- ❑ Tobacco is a plant grown for its leaves, which are dried before being put in tobacco products.**
- ❑ Tobacco contains nicotine, an ingredient that can lead to addiction, which is why so many people who use tobacco find it difficult to quit.**
- ❑ Many vapes contain nicotine and are addictive.**
- ❑ Vapes are the most commonly tobacco product used among youth**

Mindset Activity





 **Marlboro**

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.



blu ELECTRONIC CIGARETTES

Take back your freedom with blu eCigs[®], the new alternative to traditional cigarettes.

- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.

Now Available in Retail Stores Nationwide

NOT FOR SALE TO MINORS. Use of all electronic cigarettes as a smoke cessation product has not been authorized by the United States Administration, and electronic cigarettes may contain some carcinogenic ingredients. ©2010 B&W. All rights reserved. B&W is a trademark of Lorillard Technologies, Inc.

blu

Marlboro

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

blu ELECTRONIC CIGARETTES

Take back your freedom with blu eCigs™, the new alternative to traditional cigarettes.

- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.

Now Available in Retail Stores Nationwide

NOT FOR SALE TO MINORS. Use of blu electronic cigarettes as an alternative smoking device does not constitute a recommendation by the manufacturer. All trademarks are the property of their respective owners. ©2011 B&W, Inc. All rights reserved. All trademarks are the property of their respective owners.

blu

What did you notice?

PREVIEW



In cigarettes, as in naval patrol planes, it's modern design that makes the big difference!

*"You'll like Pall Mall's modern design —
it filters the smoke — lessens throat irritation!"*



• **Modern Design!** ...That's the keynote as national defense moves ahead on land, sea and in the air. For instance, modern design makes the big difference in today's stream-lined naval patrol planes—a vital difference when lives are at stake.

Talk with the men who fly these planes. They'll tell you that in cigarettes, as in naval patrol planes, it's modern design that makes the big difference.

Pall Mall's modern design marks the greatest forward step in smoking pleasure in thirty years. For this streamlined cigarette is deliberately designed to give you a smoother, less irritating smoke. It is a scientific fact that tobacco is its own nat-

ural filter. In Pall Mall the smoke is measurably filtered—filtered naturally over a 20% longer route of Pall Mall's traditionally fine tobaccos.

Pall Mall's modern design also means a definitely cooler smoke. The additional length travels the smoke further—gets rid of heat and bite on the way.

Now, at last—thanks to modern design—a truly fine cigarette provides in fact what other cigarettes claim in theory—a smoother, less irritating smoke—Pall Mall.

Prove it! Yourself, try Pall Mall critically. "You'll like Pall Mall's Modern Design—it filters the smoke—lessens throat irritation!"

"WHEREVER PARTICULAR PEOPLE CONGREGATE"

Rewrite The Rules.™

FIN

Electronic Cigarettes





In cigarettes, as in naval patrol planes, it's modern design that makes the big difference!

"You'll like Pall Mall's modern design — it filters the smoke — lessens throat irritation!"



OF TARDIIBRALLI IISE TIBRACOS

• Modern Design!... That's the keynote as national defense moves ahead on land, sea and in the air. For instance, modern design makes the big difference in today's streamlined naval patrol planes—a vital difference when lives are at stake.

Talk with the men who fly these planes. They'll tell you that in cigarettes, as in naval patrol planes, it's modern design that makes the big difference.

Pall Mall's modern design marks the greatest forward step in smoking pleasure in thirty years. For this streamlined cigarette is deliberately designed to give you a smoother, less irritating smoke. It is a scientific fact that tobacco is its own nat-

ural filter. In Pall Mall the smoke is measurably filtered—filtered naturally over a 20% longer route of Pall Mall's traditionally fine tobacco.

Pall Mall's modern design also means a definitely cooler smoke. The additional length travels the smoke further—gets rid of heat and bite on the way.

Now, at last—thanks to modern design—a truly fine cigarette provides in fact what other cigarettes claim in theory—a smoother, less irritating smoke—Pall Mall.

Prove it! Yourself, try Pall Mall critically. "You'll like Pall Mall's Modern Design—it filters the smoke—lessens throat irritation!"

"WHEREVER PARTICULAR PEOPLE CONGREGATE"

Copyright 1941 American Cigarettes and Paper Co.

Rewrite The Rules.™

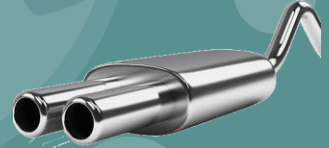
FIN

Electronic Cigarettes

What did you notice?

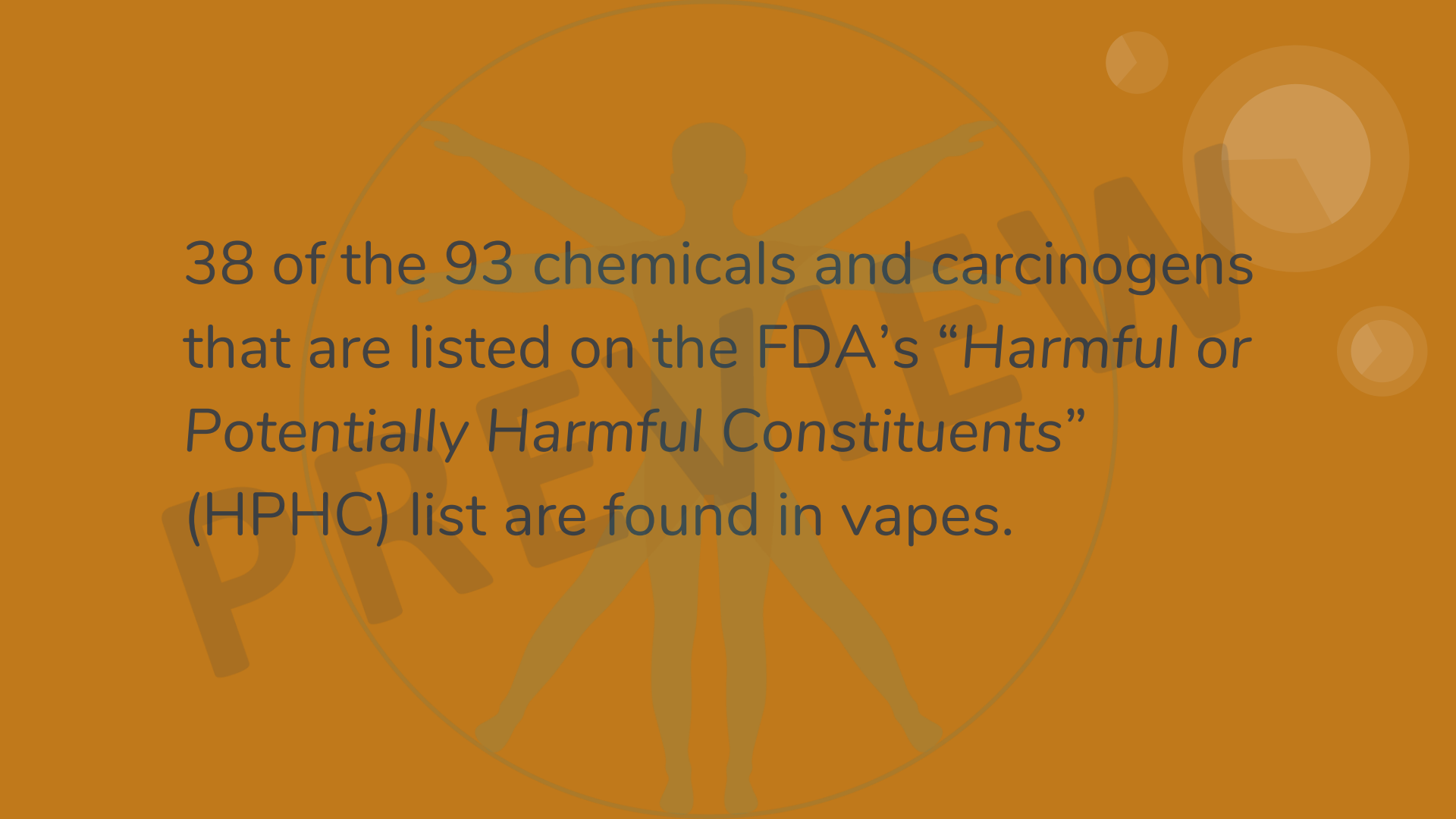
PREVIEW

What is in a vape?



38

PREVIEW



38 of the 93 chemicals and carcinogens that are listed on the FDA's “*Harmful or Potentially Harmful Constituents*” (HPHC) list are found in vapes.



References

- <https://e-cigarettes.surgeongeneral.gov/>
- https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm
- <https://www.drugabuse.gov/publications/drugfacts/electronic-cigarettes-e-cigarettes>
- <https://www.fda.gov/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm20035927.htm>
- <https://www.drugabuse.gov/drugs-abuse/tobacconicotine-e-cigs>