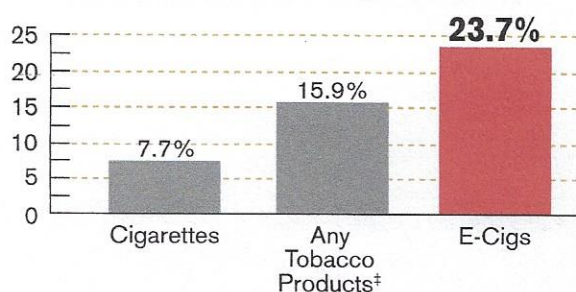


The New Look of NICOTINE ADDICTION

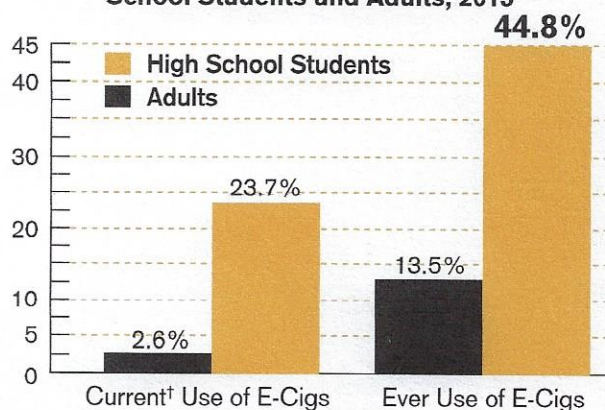
Did you know?

In Massachusetts, almost 24% of high-school students report currently using e-cigarettes, and nearly half tried them at least once. More high school students used e-cigarettes than all other tobacco products combined, AND they used them nine times more often than adults.

Current[†] Use of Tobacco Products by Massachusetts High School Students, 2015



E-Cigarette Use Among Massachusetts High School Students and Adults, 2015



[†] Use in the past 30 days.

[‡] Any tobacco is defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (such as chewing tobacco, snuff, or dip).

Vape pens and e-cigarettes are not harmless. They contain nicotine and other harmful chemicals.



The tobacco and vaping industries make their products:

Sweet: E-cigarettes or vape pens come in thousands of different flavors. Flavors are the leading reason that youth are using e-cigarettes.

Cheap: Products are cheaply priced to encourage impulse buys by young people.

Easy to Get: These products are at gas stations, corner stores, mini-marts, and many more types of stores.

Talk with your kids!

Talk with your teens about vaping and make sure they know it's harmful. Nicotine can damage a teenager's developing brain and lead to addiction. The earlier they start, the harder it is to quit.



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