

# What's Trending? JUULing

The Juul is a vape, or Electronic Nicotine Delivery System (ENDS) whose sleek design and odorless vapor made it a hot trend with teens.



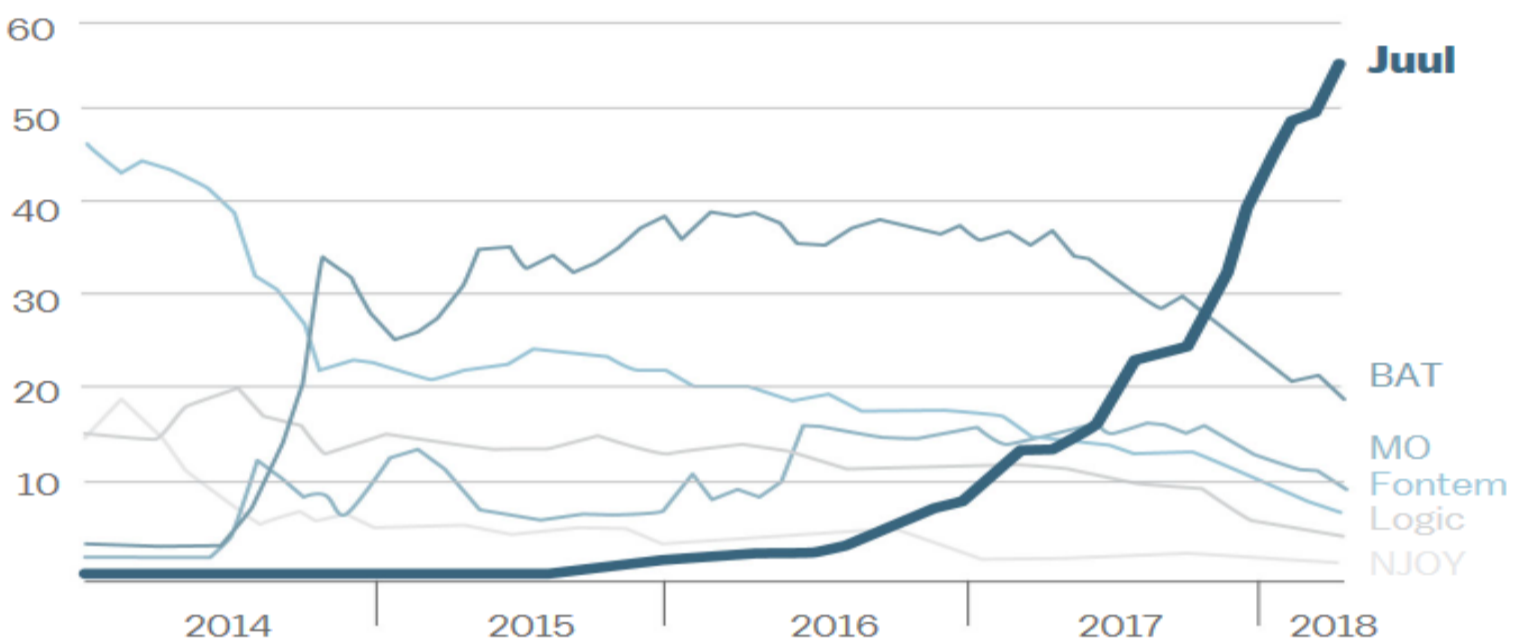
63%

15-24 yr-olds report being unaware JUULs always contained nicotine

1/5

Youth (ages 12-17) surveyed reported having seen JUULs used in their school

Dollar share percentage of the e-cigarette traditional retail market, as of March 2018



Source: Nielsen Total US xAOC/Convenience Database and Wells Fargo Securities, LLC



JUUL's unit sales increased more than 600% in 2017. As a result, JUUL is now more popular than the e-cigarette brands manufactured by the major tobacco companies representing 68% of the market share.



Each JUUL cartridge contains as much nicotine as a pack of cigarettes

## What communities can do

Assess the problem in your community:  
Where is it happening?  
Why here? What does it look like?



DATA



KNOWLEDGE



ACTION



Educate yourself, the community and youth about the risks



Advocate for school policy around vaping  
Advocate for regulation and enforcement in your community

Questions? Email: [training@cadca.org](mailto:training@cadca.org)



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