



HOW THE TOBACCO INDUSTRY HOOKS OUR KIDS

Nicotine is a drug, but not just any drug. It's an addictive stimulant that keeps users hooked. Traditionally, nicotine is derived from tobacco plants. However, synthetic, lab-made nicotine is just as addictive as tobacco-derived nicotine.

THE DANGEROUS TRUTH ABOUT NICOTINE

- Nicotine exposure during adolescence can harm brain development — impacting learning, memory and focus.
- Nicotine increases the risk for developing addiction to other tobacco products.
- Nicotine dependence is linked to higher rates of depression, anxiety and other mental health struggles among teens.
- Many nicotine products, like vapes, may contain heavy metals and compounds that can cause cancer.

POPULAR PRODUCTS

Vapes

- Sleek, tech-inspired designs
- Discreetly packaged
- Marketed as “stress relievers” and “safe”
- Popular brands: ELFBAR, GEEKBAR, VUSE

Pouches

- Small, harmless-looking pouches
- Easily tucked away in cheeks and lips
- Marketed as a “safe,” tobacco-free option
- Popular brands: Zyn, On!, Zone

THE TOBACCO INDUSTRY'S HOOK

Nine out of 10 teens who vape use flavored products. Plus, flavored nicotine products, like vapes and pouches, are available online. The tobacco industry uses social media influencers, product placement and sponsorships to draw teens in; nicotine keeps kids coming back for more by releasing dopamine, the brain's “feel good” chemical.

TIPS FOR PARENTS AND EDUCATORS

- Have an open and judgment-free conversation.
- Listen to their thoughts, fears and questions.
- Share honest facts and statistics.
- Build an understanding together.
- Visit [TalkAboutTobacco.com](https://www.talkabouttobacco.com) for conversation guides and resources.