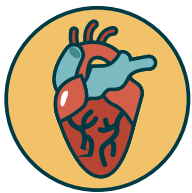


Elementary School

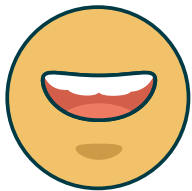
Do you know the truth about nicotine? It's a very addictive ingredient tobacco companies put in things like vapes, cigarettes, pouches and dip. They try to hook kids with flavors — but they know how bad nicotine is. Here are facts to help kids of all ages understand the effects of nicotine.

Nicotine hurts your body



HEART

Nicotine makes your heart work harder and beat faster, like when you're scared or nervous. A quick heartbeat can make it harder to run and play.



MOUTH

Nicotine makes your teeth yellow, gives you bad breath and causes cavities.



LUNGS

Your lungs are like balloons that get bigger as you breathe. Nicotine makes those balloons hard, so they can't inflate. Instead of taking deep breaths, you might cough.



STOMACH

Don't forget about your tummy! Nicotine can make you feel sick and cause your stomach to hurt.

SOURCES

[Vaping and E-Cigarettes](#)

[Tobacco-Free Youth
Nicotine-Only Products](#)

[Artificial Nicotine
Nicotine and Heart Health](#)

Nicotine hurts your brain



HARD TO THINK

Nicotine makes it hard for your brain to think and remember. It makes it tough to listen in class and tricky to remember what you learn.



HOOKED

Vapes trick your brain into thinking you NEED them.



WORRIED AND SCARED

Nicotine can make you feel nervous, worried and afraid, even when nothing scary or bad is happening!



ANGRY

Nicotine makes everything annoying! Even little things make you angry. It can get you in trouble with parents and teachers.



SAD

Nicotine can really hurt your feelings. You'll wake up sad, eat breakfast sad and feel sad all the time!



MOODY

Nicotine can twist your feelings. Imagine going from excited to scared for no reason!

SOURCES

[How Nicotine Affects Mental Health](#)

Be your best without tobacco



VAPES

Vapes may look like toys or school supplies. They come in bright colors and flavors but include gross ingredients.



POUCHES

These small pouches in round containers look like pillows but are not soft and squishy. They can hurt you.



DIP

Dip or chew usually comes in a round container and looks like dirt. It may smell minty, but it won't taste good and will make you sick.



CIGARETTES

You probably know what a cigarette looks like. They create a thick smoke that makes you cough.

SOURCES
[Nicotine Slang](#)

[Vapes and E-Cigarettes](#)
[Smokeless Tobacco Facts](#)

[Cigarette Facts](#)
[Nicotine Pouches](#)

Forget Flavors



FRUITY

You may know these fruity flavors, but they have the same gross chemicals as nail polish, bug spray and batteries.



SWEET

Sugary flavors like ice cream try to hide dangerous chemicals.



FUN

Flavors like unicorn snot and rainbow ice are made to trick you into trying vapes. They can hook you for life!

SOURCES

[Flavored Tobacco](#)

[Artificial Nicotine](#)

You're smarter than tobacco



CARTOONS

Tobacco companies know you love cartoons. They used to make characters smoke so it seemed fun.



SOCIAL MEDIA

Tobacco companies pay people you like to make their dangerous products seem fun.

SOURCES

[Targeting Youth](#)

Middle School

Do you know the truth about nicotine? It's a very addictive ingredient tobacco companies put in things like vapes. They try to hook kids with tasty flavors – but they know how bad nicotine is. Here are facts to help kids of all ages understand the effects of nicotine.

More harm than good



SKIN Nicotine prevents your skin from healing, causing pimples that can lead to scars.



LUNGS Nicotine products can damage your lung tissue and airways, making it difficult to breathe. Over time, this can cause a never-ending cough, asthma attacks, trouble breathing and lung disease.



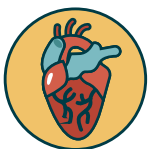
BRAIN Nicotine is extremely addictive. It will trick your brain into thinking you need it to survive.



MOUTH Nicotine products, like vapes, dip and pouches, can affect your oral health. Even using a small amount can lead to cavities, gum disease, yellow teeth and bad breath. These products may also include tobacco, which can result in tooth loss. Some chemicals may even lead to mouth or throat cancer.



STOMACH Nicotine can also lead to digestive system issues, such as upset stomach, bloating and constipation.



HEART Nicotine increases your heart rate and blood pressure, causing heart problems. This can stop you from playing sports and exercising – or lead to other issues, like heart attacks.

SOURCES

[How Nicotine Affects Athletes Vaping and E-Cigarettes](#)

[Tobacco-Free Youth Nicotine-Only Products Artificial Nicotine](#)

[Nicotine and Heart Health Nicotine and Oral Health](#)

The struggle is real



ANXIOUS

While it's normal to feel a little anxious before a big test, game or performance, nicotine increases feelings of worry and unease. It makes you feel so much worse.



FORGETFUL

Nicotine makes learning hard. It negatively affects your memory, focus and attention.



DEPRESSED

Nicotine and depression go hand in hand. It can wreck your motivation, making you feel sad and tired.



EMOTIONAL

Nicotine can cause your emotions to become overwhelming. It makes it hard for you to regulate how you feel and can lead to mood swings when you least expect them.



ANGRY

Nicotine can cause you to act out and say things you don't mean. Cravings will make you lose control of your emotions and can get you into trouble.

SOURCES

[How Nicotine Affects Teen Girls](#)

[Nicotine Harms Teens' Mental Health](#)

Hiding in plain sight



VAPES

Vapes are brightly colored and come in several shapes and sizes, with a sickeningly sweet smell. Also known as e-cigarettes, vapes are often disguised as school supplies, tech, keychains or even hygiene products to trick everyone into thinking they are harmless.



CIGARETTES

Cigarettes are the most recognizable tobacco product, but they don't just leave behind a thick smoke and bad smell. They contain thousands of cancer-causing chemicals that affect the person using them and everyone around them.



DIP

Smokeless tobacco, also called chew, usually smells like mint and looks like dirt. Because it can't be swallowed, it's easy to tell when someone is dipping — most people use plastic bottles and other disposable containers to spit in.



POUCHES

Pouches are discreet and can be hard to spot. They are small, usually white and about the size of a breath mint. They usually come in round containers.

SOURCES

[Nicotine Slang](#)

[Nicotine Content](#)

[Vapes and E-Cigarettes](#)

[Smokeless Tobacco Facts](#)

[Cigarette Facts](#)

[Nicotine Pouches](#)

Not so tasty



FRUITY Fruit flavors are not very refreshing when they contain nicotine! Even fruity flavors cause addiction.



SWEET Sugar-inspired flavors contain the same gross chemicals as car exhaust, bug spray and batteries.



FUN Colorful flavors are not fun at all — they're made to trick you. Underneath the sparkles are dangerous chemicals that will get you hooked.

SOURCES

[Flavored Tobacco](#)

[Artificial Nicotine](#)

Don't be fooled



INFLUENCER MARKETING Big Tobacco knows you like social media, so they pay your favorite influencers to lie to you.



PRODUCT PLACEMENT Tobacco products are used in shows and movies to depict that "bad" or "cool" crowd. They don't show you the harsh reality: those "cool kids" are addicted.



PRICE Just because something is cheap doesn't mean you should buy it! Big Tobacco pays to keep their products cheap so you buy more. Nicotine will end up costing you a lot of money.

SOURCES

[Targeting Youth](#)

Nicotine addiction can really mess up your life. It makes school harder, activities tougher and dims your bright future. If you or a friend has started vaping or using another tobacco product, now's the time to quit. Check out the [TSET Healthy Youth Initiative](#) for vaping and tobacco prevention and quitting resources.

Talk About Tobacco

FROM TOBACCO STOPS WITH ME

 **TSET**
TOBACCO SETTLEMENT
ENDOWMENT TRUST

High School

Do you know the truth about nicotine? It's a very addictive ingredient tobacco companies put in things like vapes. They try to hook kids with tasty flavors — but they know how bad nicotine is. Here are facts to help kids of all ages understand the effects of nicotine.

How nicotine affects your physical health



MOUTH Nicotine products like vapes, dip and pouches can cause yellow teeth, tooth loss, gum disease and bad breath. Nicotine products can also affect your oral health, leading to cavities and gingivitis. Products that contain tobacco can lead to throat or mouth cancer.



LUNGS Nicotine exposure can severely damage your lungs and respiratory system. Over time, this can cause a chronic cough, trouble breathing, asthma attacks and COPD.



INTESTINES Nicotine can also lead to digestive system issues, such as an upset stomach, bloating and constipation. Because of other ingredients commonly found in these products, long-term use can result in colon and pancreatic cancers.



HEART Nicotine causes your blood vessels to narrow, which can lead to heart attacks and strokes.



BRAIN Nicotine is extremely addictive and disrupts your hormones. Using nicotine before your brain is fully developed signs you up for a lifetime of addiction.



SKIN Nicotine breaks down your skin's protective barrier, causing you to age faster, acne to last longer and scars to stick around.

SOURCES

[Vaping and E-Cigarettes](#)

[Tobacco-Free Youth
Nicotine-Only Products](#)

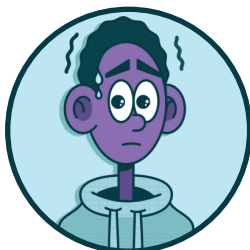
[Artificial Nicotine
Nicotine and Heart Health](#)

How nicotine wrecks your mental health



DIFFICULTY LEARNING

Your brain still has a few years to go until it's fully developed. Using nicotine in your teen and young-adult years can affect your memory, focus and attention.



ANXIETY

Everyone feels anxious, and that's normal. But vapes and other nicotine products are NOT a cure. In fact, they can make anxiety worse and trap you in a lifetime of addiction.



IMPULSIVITY

Nicotine and nicotine withdrawal make life hard. You're more likely to act out, say things you don't mean and make bad decisions. Impulsive behavior is often a signal you are addicted to nicotine.



DEPRESSION

Nicotine makes the symptoms of depression worse and can lead teens and young adults down a dangerous and harmful path.



MOOD SWINGS

Using nicotine is like getting on an emotional rollercoaster that never stops. Even using nicotine for a short period of time can cause extreme shifts, such as happy to scared or excited to nervous, at the worst times.

SOURCES

[How Nicotine Affects Teen Girls](#)

[Nicotine Harms Teens' Mental Health](#)

Types of nicotine products



VAPES Vapes often mimic current fashion and technology trends, however their health effects can be detrimental. Strange electronics and batteries and sickeningly sweet smells are signs to watch for. Slang such as “clouds,” “batt” and “e-juice” are usually associated with vapes.



CIGARETTES Cigarettes are the best-known tobacco product, but flavors such as menthol often mask their harshness. Lighters, ashtrays, breath mints and body spray or perfume often signal smoking.



DIP Dip, chew, snuff, whatever you want to call it, always leaves evidence – like strong, minty tobacco smells and “spitter” cups. Smokeless tobacco has horrible effects on the body.



POUCHES These small pillows look like discreet skincare samples or breath mints, but they contain highly addictive levels of nicotine – resulting in high levels of negative side effects.

SOURCES
[Nicotine Slang](#)

[Nicotine Content](#)
[Vapes and E-Cigarettes](#)
[Smokeless Tobacco Facts](#)

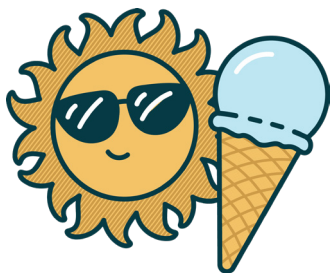
[Cigarette Facts](#)
[Nicotine Pouches](#)

Why flavors are bad



MENTHOL

Flavors like mint or menthol cover up the harsh burn of tobacco and nicotine. Tobacco companies use this flavor to get kids and teens hooked early because it's easier to start. However, it's also harder to quit.



SUNRISE ICE

Tobacco companies often use fake flavors like "Hidden Breeze," "Lush Ice," "Mouth Rave" and "Storm Berry" to attract teens and stay discreet.



BANANA CAKE

Sweet, familiar flavors with a recognizable smell draw teens in. In fact, most teens who vape tried it for the first time because it came in a flavor they liked.

SOURCES

[Flavored Tobacco](#)

[Artificial Nicotine](#)

How nicotine fools you



INFLUENCER MARKETING Social media influencers talk openly about vaping and nicotine. However, this is just another ploy to sell you tobacco products. If your favorite influencer or social media friends are trying to sell you nicotine, just remember: They are probably struggling with addiction, too.



“QUIT” AID Vaping and other alternative nicotine products are often portrayed as safe alternatives to smoking or methods of quitting. Almost all still contain high amounts of nicotine — some even more than an entire pack of cigarettes — which can cause major health problems for teens and young adults that stick around for life. The CDC is clear: Vapes are not safe.



PRODUCT PLACEMENT Placing products in popular shows and movies is one of Big Tobacco’s oldest and favorite tricks. What they don’t show you are the harsh realities of addiction.



CHEAP DEALS The tobacco industry knows teens and college students are usually struggling with money; so, they promote sales and deals to make their products more affordable. Just because something is cheap doesn’t mean you should buy it! Nicotine will end up costing you a lot of money over time.

SOURCES

[Targeting Youth](#)

You have your whole future ahead of you — don’t let nicotine derail your dreams. While the tobacco industry may need your business to survive, saying no will give you control over your life. Check out the [TSET Healthy Youth Initiative](#) for vaping and tobacco prevention and quitting resources.