

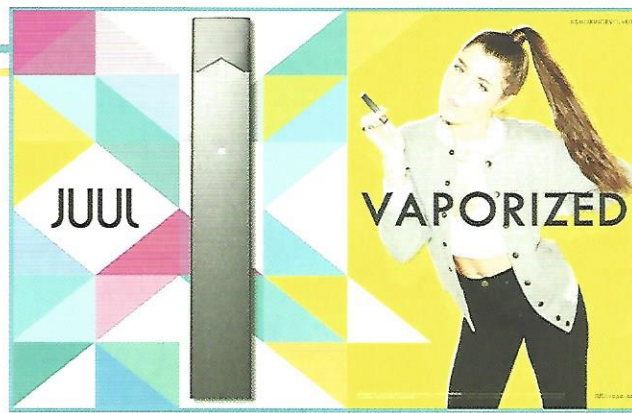


*JUUL e-cigarettes are becoming quite popular on school and college campuses. There are several factors about JUUL and other pod-based systems that create unique problems for schools.*

## WHAT IS JUUL?

---

- JUUL Labs Inc, headquartered in San Francisco, introduced their e-cigarette in 2015.
- Each JUUL e-cigarette pod contains **59 milligrams of nicotine** per milliliter of liquid, an amount roughly equivalent to a pack of cigarettes.
- Compared to previous e-cigarettes, JUUL mimics a cigarette's ability to rapidly deliver nicotine to the brain.
  - The nicotine delivery system is very efficient and the nicotine levels are very high, thus **increasing risk of addiction** among novice nicotine users.
  - Basically, these are the first e-cigarettes that are **easy to use and maintain** that provide **high levels of nicotine**.
  - The early research on these products suggests that youth who were not previously at risk for initiating cigarette smoking **are initiating nicotine use** with JUUL e-cigarettes.
  - Several longitudinal studies indicate that these youth who do not fit the psychological profile of someone who is at-risk for cigarette smoking at baseline but who are using e-cigarettes, **have initiated cigarette smoking a year later**.
  - A recent consensus report by the National Academies of Sciences, Engineering and Medicine, Public Health Consequence of E-Cigarettes, found substantial evidence that **e-cigarette use increases risk of using combustible tobacco cigarettes** among youth and young adults.
- JUUL use is easy to use and hide
  - They are small, discreet, and **can be confused for flash drives**.
  - The aerosol emission compared to most e-cigarettes is minimal and it's **easier for users to hide use** in the classroom and other indoor places.
  - The JUUL **requires little maintenance**, compared to most other tank-based e-cigarette devices that require users to replace coils or atomizers.



## WHAT IS THE MARKET FOR JUUL?

- Available directly from JUUL, other online retailers, and at 12,000 convenience stores in the U.S.
  - <http://www.businessinsider.com/juul-e-cigarette-one-million-units-sold-2017-11>
- The JUUL starter pack costs \$49.99, and a 4 pack of pods costs \$15.99
  - As of 29 May 2018
- Available in eight flavors:
  - Mango, Cool Mint, Virginia Tobacco, Cool Cucumber, Classic Menthol, Fruit Medley, Creme Brulee, Classic Tobacco
- The JUUL is currently the **best selling and fastest growing e-cigarette** on the market
- In the latest four-week period tracked by Nielsen, through Dec. 30, Juul's sales **jumped to 46.8 percent U.S. market share from 40 percent** on Dec. 2.
  - [http://www.journalnow.com/business/juul-continues-to-expand-e-cig-market-share-gap-with/article\\_a18fad85-7200-5bcl-a148-a4055bdf2e4b.html](http://www.journalnow.com/business/juul-continues-to-expand-e-cig-market-share-gap-with/article_a18fad85-7200-5bcl-a148-a4055bdf2e4b.html)

## JUUL USE AND COLLEGE STUDENTS IN MISSISSIPPI

*We recently concluded our annual survey of undergraduate students at Mississippi State University and the University of Mississippi.*

- Mississippi State University
  - **34.2% of students have tried a JUUL e-cigarette**
    - Among those students who have tried a JUUL, 71.7% report past 30 day use
    - This is rather rare, most e-cigarette trial seems to stem from curiosity and students do not tend to continue use. JUUL seems to have reversed this tendency.
  - Our data seem to indicate that **most students who try JUUL continue use.**
    - 49.3% of MSU students who report past 30-day JUUL were not smoking cigarettes when they started using JUUL.
    - **That is, about half of students who are using JUUL were not using nicotine prior to using JUUL.**
- The University of Mississippi
  - **50.7% of students have tried a JUUL e-cigarette**
    - Among those students who have tried a JUUL, 77.3% report past 30 day use
  - These data also seem to indicate that **most students who try JUUL continue use.**
    - 49.6% of UM students who report past 30-day JUUL were not smoking cigarettes when they started using JUUL.
    - **As with MSU, about half of UM students who are using JUUL were not using nicotine prior to using JUUL.**

MSTOBACCODATA.ORG



MISSISSIPPI STATE UNIVERSITY  
SOCIAL SCIENCE RESEARCH CENTER