Pod-Based Systems: Reinventing the Cigarette

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Anatomy of a Pod-Based System

These cartridges/pods do contain **NICOTINE**!
Not Really an Alternative

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BLOOD NICOTINE CONTENT OVER TIME

16 ng/mL

Blood nicotine content

Time after first puff, in minutes

Cigarette
Nicotine salt
Freebase nicotine

Juul Labs Inc. patent

Vox
Stronger E-Cigarette/Vape

Salt-based nicotine
- 41.3 milligrams of nicotine
- Pods not made to be refilled

Freebase nicotine
- 25 milligrams of nicotine
- Refillable tank

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How Much is That?

5% strength of what?

How much is 5%?

They want you to be confused!

41.3 mg!
Cigs in a Pod

1 Pack of Cigarettes
≈ 20 mg of nicotine

1 JUUL pod
≈ 41.3 mg of nicotine

1 PHIX pod
≈ 75 mg of nicotine

1 Suorin pod
≈ 90 mg of nicotine

1 Pack of Cigarettes
≈ 20 Cigarettes

1 JUUL pod
≈ 41 Cigarettes

1 PHIX pod
≈ 75 Cigarettes

1 Suorin pod
≈ 90 Cigarettes

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The Brain on Nicotine

Image Credit: By United States: National Institute of Health via Wikimedia Commons
The Body on Nicotine

Rewires and changes the brain

Heart beats faster due to “fight or flight” response

Trouble breathing & damage to lungs

Increased acid reflux
What the Industry Isn’t Telling Us

How do ALL of these parts affect YOUR BODY?

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What’s in that Pod?

• Nicotine
• Benzoic Acid
• Glycerol
• Propylene Glycol
• Natural Oils
• Extracts and Flavors
• ???
What are the Health Effects?

When Inhaled:

• Irritation to the lungs, nose, and throat
• Coughing, shortness of breath and even wheezing

When Exposed to Skin:

• Cracking and drying
• Little research; any long-term effects?

Molecular structure of Benzoic Acid

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CRITICAL TO REVIEW TEACHER TALKING POINTS BEFORE PRESENTING NEXT SLIDES TO YOUNG PEOPLE

WE HIGHLY RECOMMEND USING THE TEACHER TALKING POINTS

WHEN READY TO PRESENT, PLEASE DELETE THIS SLIDE
What the Industry Knows…

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Why Flavors?

15,500 tobacco flavors and counting

Tobacco Giant Fights San Francisco’s Proposed Ban on Flavored Products

www.bloomberg.com

A major tobacco company is pumping millions of dollars into a campaign to persuade San Francisco voters to reject a ban on selling flavored tobacco products, including menthol cigarettes, certain chewing tobaccos and vaping liquids with flavors like cotton candy, mango and cool cucumber.

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Who’s the Target Audience?
Social Media Targeting

• Bigger Instagram accounts giving “shout-outs” and reposting of Snapchat videos of young people using

• Problematic memes and cartoons are also distributed via Twitter, which give youth the impression that using is okay

HOW ARE THESE MESSAGES HARMFUL TO YOUNG PEOPLE?

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Unit 6 Quiz

Ready to join?

Join at kahoot.it and enter the game PIN

Get your phone, tablet or laptop out now!

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