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Juul Like It?

Kim Petit
kimberlynjpetit@gmail.com

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**Introduction**

Juul® is the most prominent producer of e-cigarettes, devices developed to deliver nicotine in a tobacco-free vapor as a safer alternative to traditional cigarettes. Although many smokers use Juuls as a method of quitting cigarettes, the overwhelming majority of Juul users are 15-21 years old and have never before used cigarettes, but now have unknowingly become heavily addicted to the nicotine contents. Devices that were originally designed to help adults quit smoking have now become devices that are putting an entire generation at risk of nicotine dependence. Previous studies have shown the detrimental health consequences of chronic Juul usage, particularly on the developing brain of young children. Using a strong reliance on rigorous research involving various databases and peer reviewed literature, we plan to raise public awareness about the severe health consequences of this current social norm and debunk myths that Juuls are harmless because they are a safer alternative to traditional cigarettes. Developing preventative measures to deter people from using Juuls as well as corrective interventions for Juul users to break their addictive patterns will be offered in an effort to address this national epidemic.

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**Research methods**

A variety of data sources, including peer reviewed literature and online databases, provided information on the device itself, the prevalence of its usage, the drugs involved, and the effects on the body. This material was analyzed to develop a stronger understanding of the Juul product in an attempt to properly relay this information to the public.

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**Literature cited**