



E-CIGARETTES: WHAT TO KNOW

We don't know the long-term health effects of e-cigarettes, but nicotine in any form is addictive, and can harm the adolescent brain. We need to make sure that kids don't use e-cigarettes and that our indoor air stays clean.



E-CIGARETTES ARE EXPOSING NONSMOKERS TO CHEMICALS.

- Minnesota law protects people from secondhand smoke in public – but not from the **harmful chemicals in e-cigarette aerosol**.^{1,2}
- Only **50 percent of Minnesotans are protected** from e-cigarettes in their local communities.³
- Studies found that **e-cigarettes pollute indoor air**,⁴ and that exposure to the aerosol can make people want to smoke cigarettes.⁵

E-CIGARETTE MARKETING AND FLAVORING APPEAL TO KIDS.

- Research found exposure to ads is related to student e-cigarette use.⁶
- Nearly 60 percent of Minnesota **high-schoolers saw e-cigarette ads** on TV in the past month – and 28.4 percent of them have tried e-cigarettes.⁷
- **Flavored tobacco products greatly appeal to kids**.⁸ All flavored tobacco products, including e-cigarettes, should be restricted.
- Nicotine is addictive and **can harm the adolescent brain**.⁸



E-CIGARETTES ARE NOT PROVEN TO BE BETTER FOR QUITTING THAN EXISTING PROGRAMS.

- **We need to better understand** how e-cigarettes influence starting and quitting smoking.
- Studies suggest some e-cigarettes may help people trying to quit.⁹
 - Other research raises concerns that using both regular and e-cigarettes may **make quitting harder**.¹⁰
 - Until more is known, smokers should **use proven tools like QUITPLAN® Services**.



THE TOBACCO INDUSTRY IS USING E-CIGARETTES TO DRAW NEW CUSTOMERS.

- With smoking rates falling, e-cigarettes are a way for **Big Tobacco to keep hooking the next generation** on their products.
- Here and elsewhere, **the tobacco industry is lobbying to fight e-cigarette laws** at the state and local level.¹¹



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