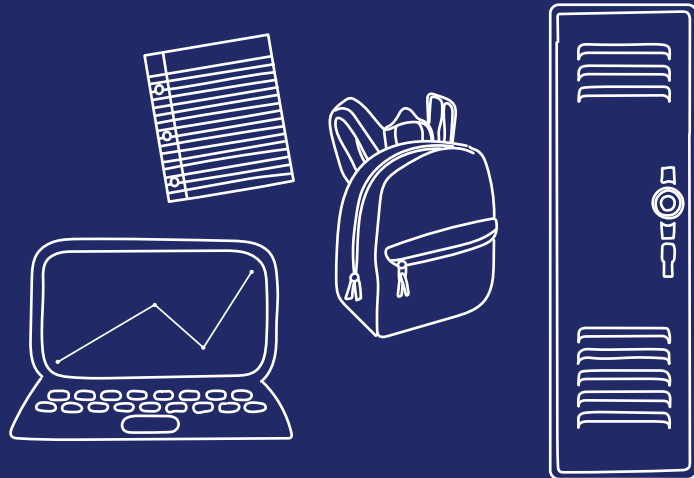
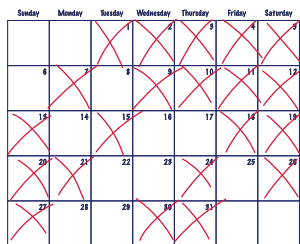


2019 National Youth Tobacco Survey shows youth e-cigarette use at **ALARMING** levels



Over **1 million** middle school students are currently using e-cigarettes

Of those currently using e-cigarettes, ABOUT **1 in 5** used the product frequently (on 20 or more days per month)



Research Shows

Frequent e-cigarette use may expose youth to high levels of nicotine and lead to users becoming addicted to nicotine even faster than those who smoke.

Of those currently using only e-cigarettes,

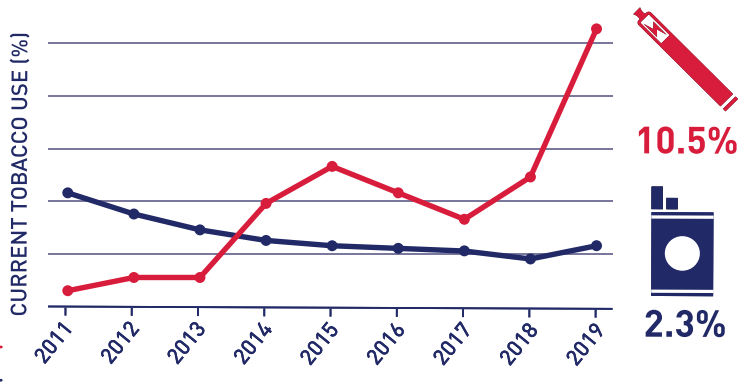
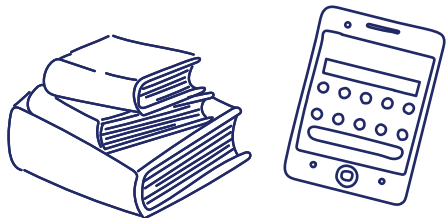
ABOUT **3 in 5** used a flavored product



Research Shows

People whose first tobacco product was flavored are more likely to become regular tobacco users.

Current e-cigarette use has **INCREASED DRAMATICALLY**, while current cigarette use has dropped steadily, **UNDERMINING PROGRESS** in reducing overall tobacco use



CENTER FOR TOBACCO PRODUCTS

Source: Cullen KA, Gentzke AS, Sawdey MD, et al. E-cigarette Use Among Youth in the United States, 2019. JAMA, 2019.
Note: All numbers presented here are estimates.

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