

# NEW TOBACCO PRODUCTS

BE ON THE LOOKOUT FOR THESE NEW PRODUCTS AS THE NEW SCHOOL YEAR BEGINS

★ **300** ★  
MILLION

Over 300 million vapes are sold each year in the United States alone



### Nicotine Pouches (ZYN)

Nicotine pouches can contain as much nicotine as 3 cigarettes and come in a wide variety of flavors, which make them highly addictive.

ZYNs are marketed as concealable and discreet, which is ideal for young users. They also market to youth through their rewards program which allows them to exchange points for fun prizes.



### Vapes with Games and Bluetooth Apps

Many new vapes have been released with new tech features that entice youth. Some have video games on the screens of the vapes, bluetooth connections, and interactive apps connected to the vapes.

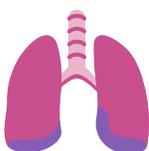
Many new vape products have focused on innovating the device to target youth. Vapes have bluetooth connections that allow people to play music, make calls, and text from their vape. Some new products have phone apps that allow people to control their vapes and even track it if it is lost. Some look like children's toys and others have fun games on a screen on the vape.



### Celebrity Brands

Celebrities including Dennis Rodman, Snoop Dogg, Chris Brown, and more are starting their own vape brands. This makes these products more attractive to youth, as they are advertised these products by influential celebrities and athletes. The celebrities even offer meet and greet events and exclusive deals and merchandise to their vape customers.

## HEALTH IMPACTS OF VAPES AND NICOTINE POUCHES



- "Popcorn Lung" from diacetyl in vapes
- Breathing in vape aerosol can deliver cancer-causing chemicals into the lungs



- Contain chemicals such as formaldehyde, heavy metals, acetone, benzene, and more



- Nicotine addiction
- Impact brain development
- Worsen mental health symptoms



- Elevated heart rate
- Higher blood pressure
- Increased risk for cardiovascular disease

### Vapes That Resemble School Supplies

Many vapes have been created that resemble everyday objects and school supplies.



### These aren't highlighters.

These are disposable vapes. These, along with other vapes, are designed to be disguised as school supplies and other everyday objects. Other objects include pens, watches, toys, lipsticks, games, and even inhalers. This is just one way that the tobacco industry targets youth. They are easy to hide from teachers and parents and make it easier for youth to vape without getting caught.



FOR MORE INFORMATION AND RESOURCES:  
[WWW.TOBACCOFREECNY.ORG](http://WWW.TOBACCOFREECNY.ORG)

