



## IGNORANCE HAS ITS CONSEQUENCES

### THEIR STORIES

The smallest differences can have the biggest consequences. Are you monitoring your child's habits at home?

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**ANNE**  
Watch to learn more about how quitting vaping helped Anne feel like herself again.

[LEARN MORE →](#)

**JENNA**  
"I just wish I knew when to stop." Learn how Jenna overcame her addiction to e-cigarette products.

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### THE PROBLEM WITH VAPES

**It's not that difficult to find things that are safer for you than smoking.**

Smoking kills more Americans each year than alcohol, car accidents, murders, suicides, drugs, and fires combined. Smoking can cause cancer (almost anywhere in the body, not just lung cancer), heart disease, stroke, COPD, and increase the risk for tooth loss, rheumatoid arthritis and cataracts, amongst other things. The list is genuinely overwhelming. But we're sure you know smoking is bad for your health. It's not new news.

There's new research that indicates long-term repeated exposure to e-cigarette vapor (which is what you're getting from a Puffbar or JUUL, etc.) may be associated with issues with your stomach and intestines, including triggering gut inflammation, increasing your odds of getting bacterial infection and compromising the gut barrier. (Your gut barrier is your stomach and intestines' defense system. So if it's weak, you're more likely to have inflammation, bacterial infections, illnesses, etc.)

**How are vape companies manipulating the youth to buy into e-cigarette products?**

A 2018 study on JUUL's advertising found that the brand

## truth

**ANNE**

**It wasn't easy to admit I had a serious vape problem..."**

Anne, from Raleigh, NC, started vaping as freshman in high school. Tries to the smooth taste of a nicotine-filled juice became part of her daily routine. Soon, the cravings were so strong, she couldn't go longer than 30 minutes without her vape.

The realization that she was addicted to nicotine—and that it was impacting her dental health—hit her hard.



## IGNORANCE HAS ITS CONSEQUENCES

One of these is a candy targeted to kids and another is an 'adult focused' vape product.



1. Candy on Label  
2. Fruit Images  
3. Similar Size  
4. Overall Color

A 2018 study on JUUL's advertising found that the company targeted youth from the start mimicking big tobacco's old marketing tactics  
Knowing the difference protects our children.

truth QR

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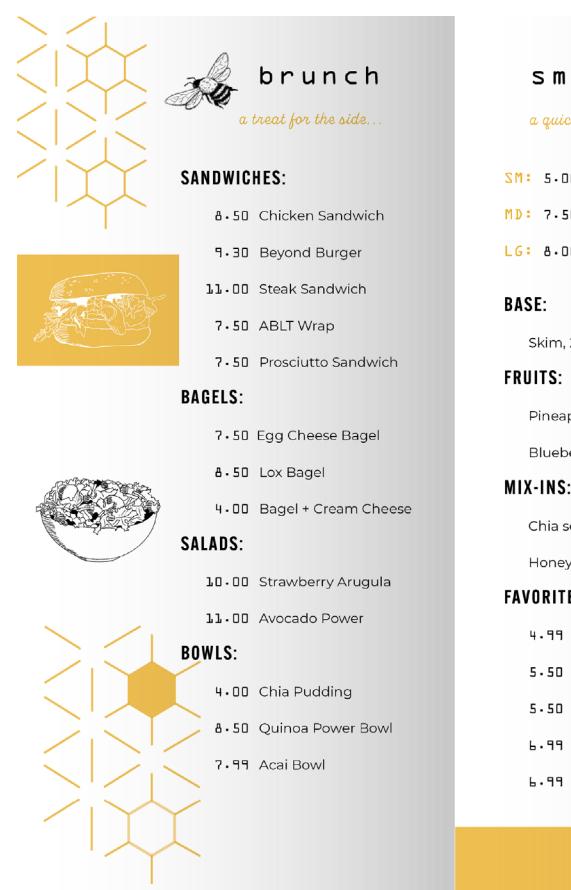
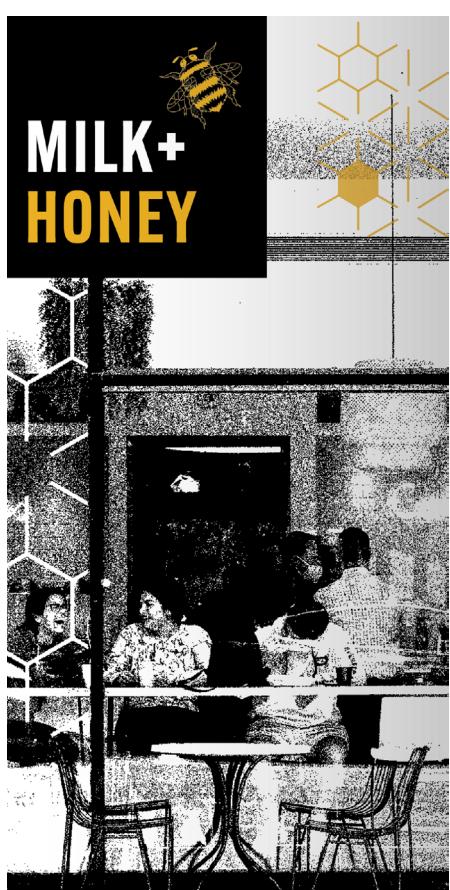
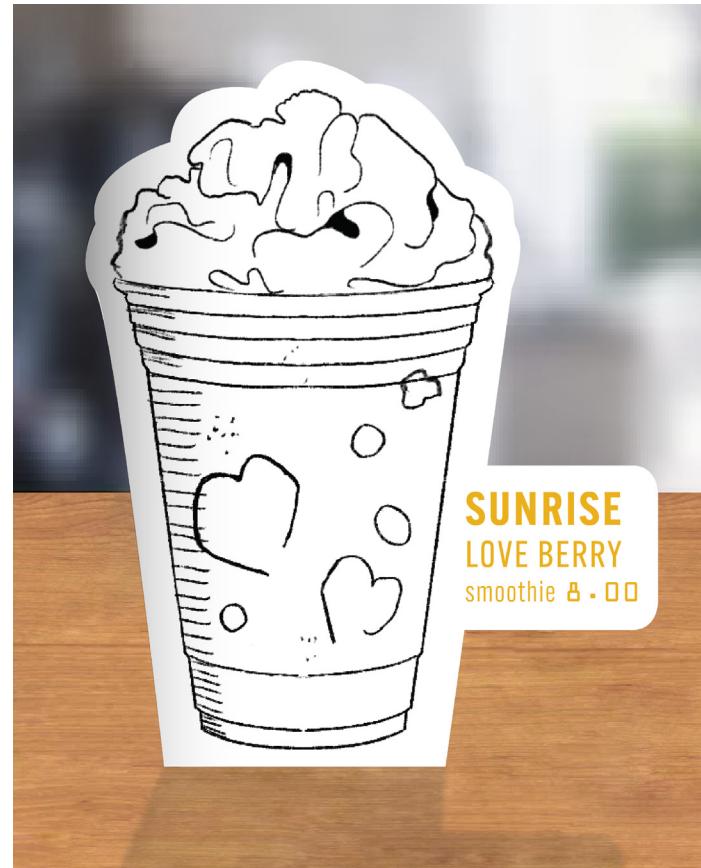


1. Fun Typeface  
2. Some Flavor  
3. Similar Size  
4. Overall Color

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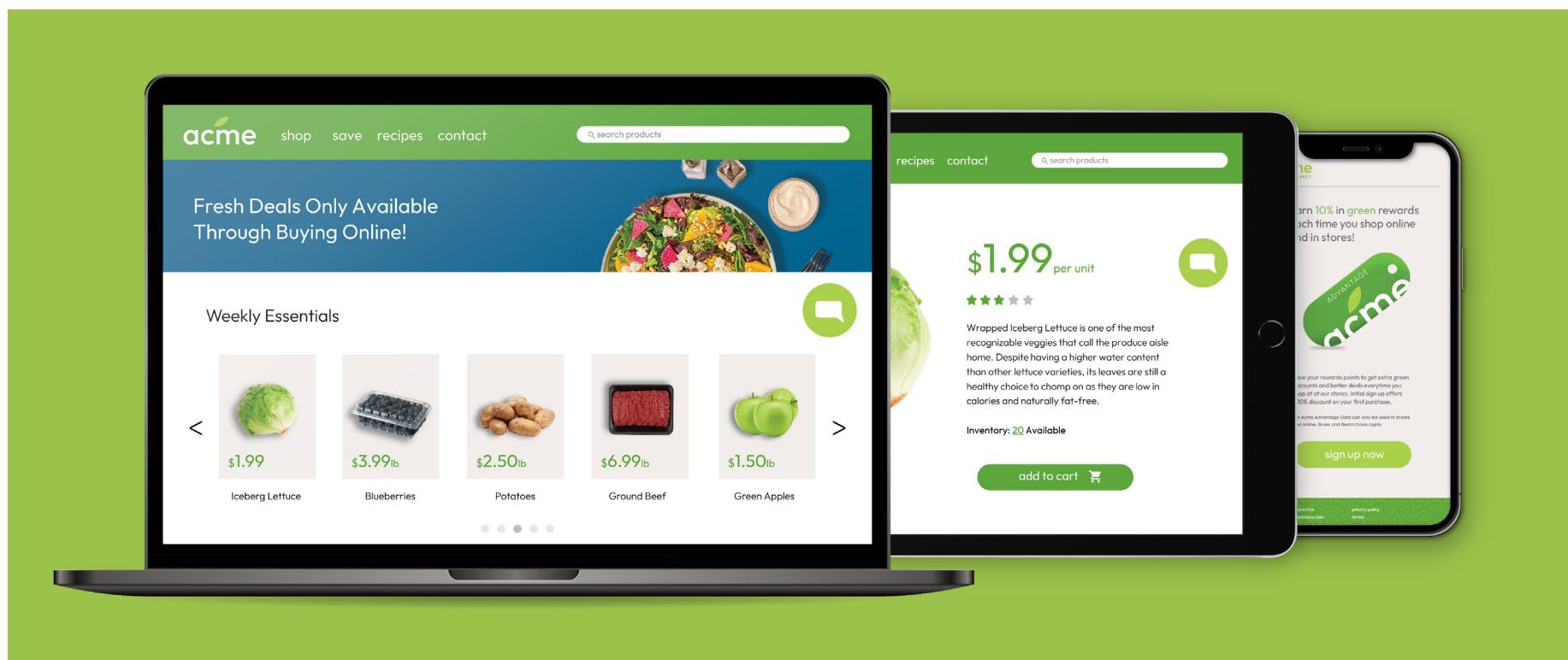
truth QR



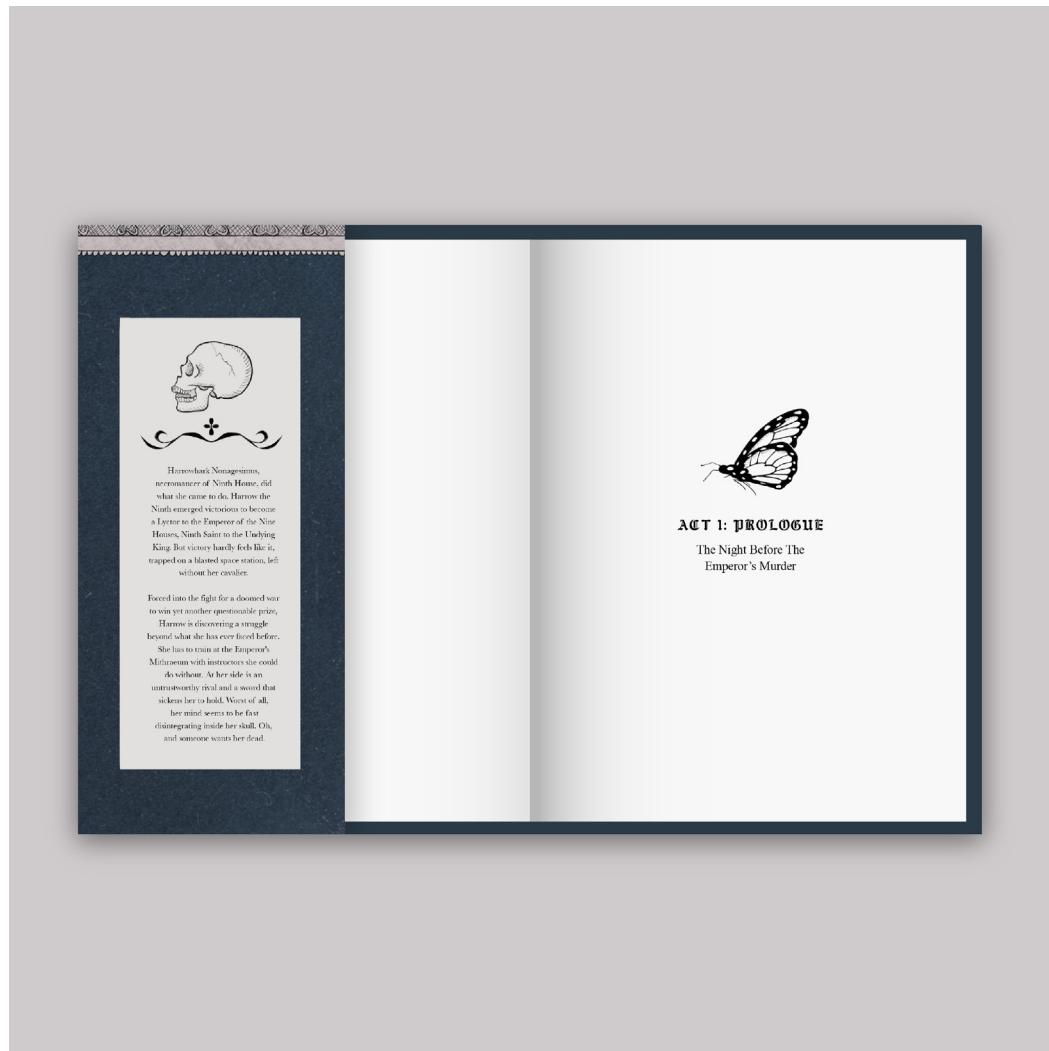
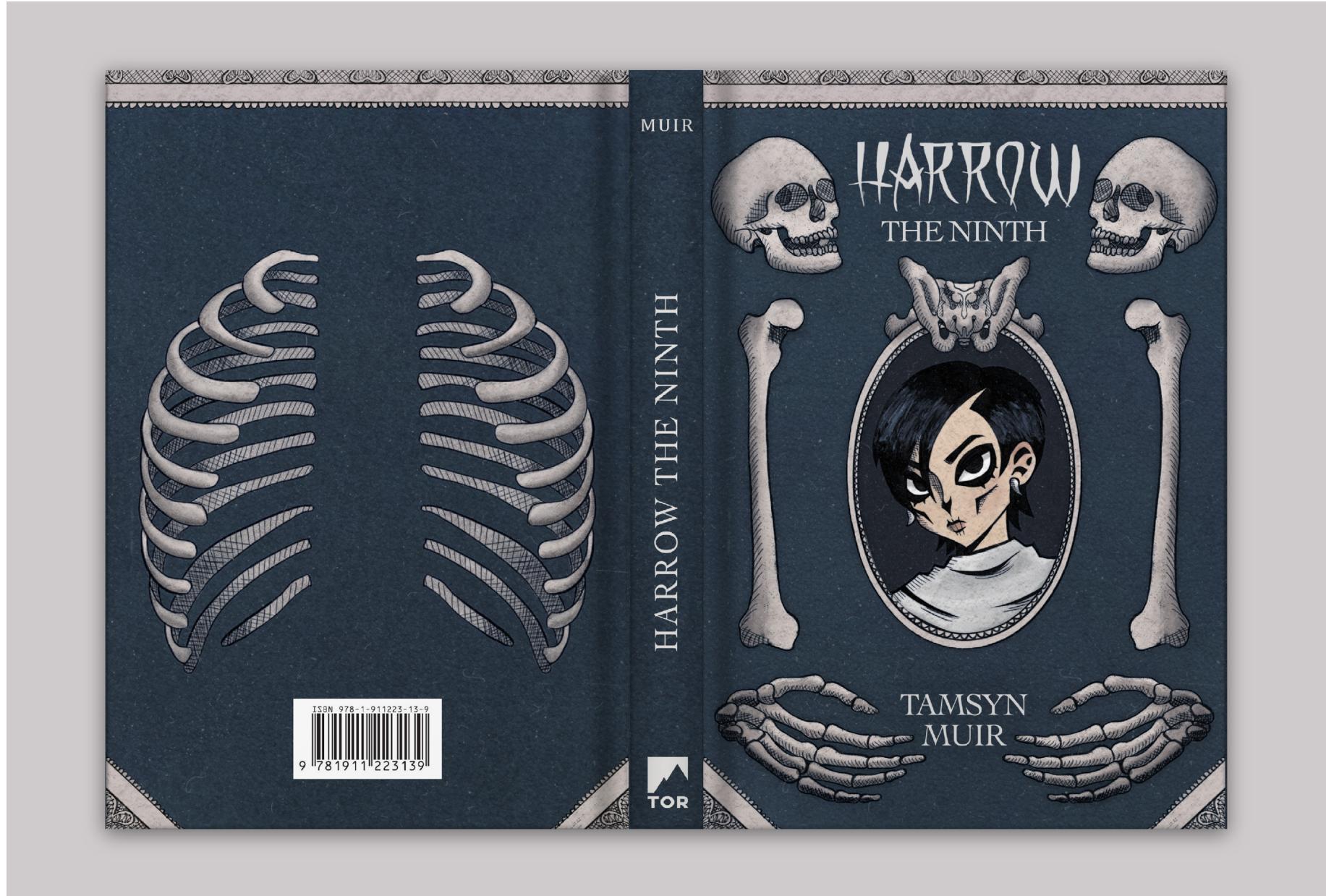


# acme

FRESH MARKET

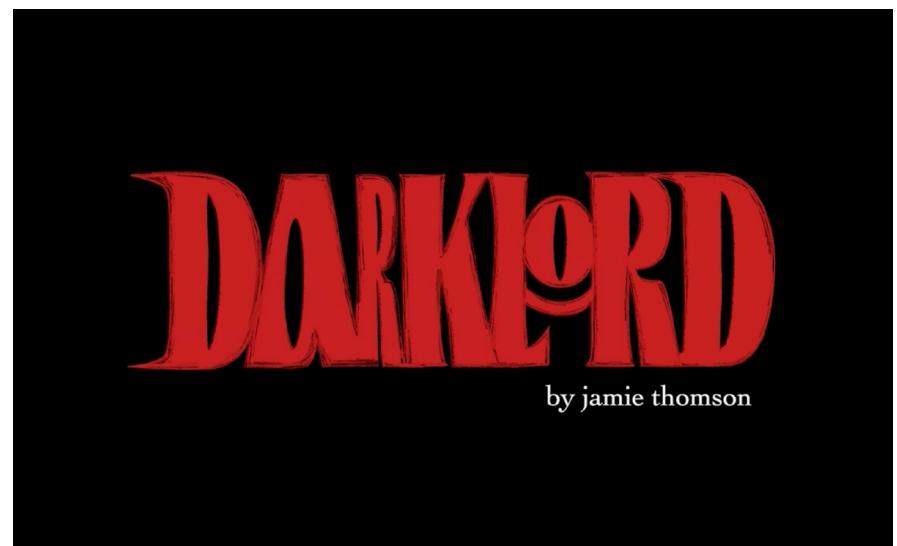


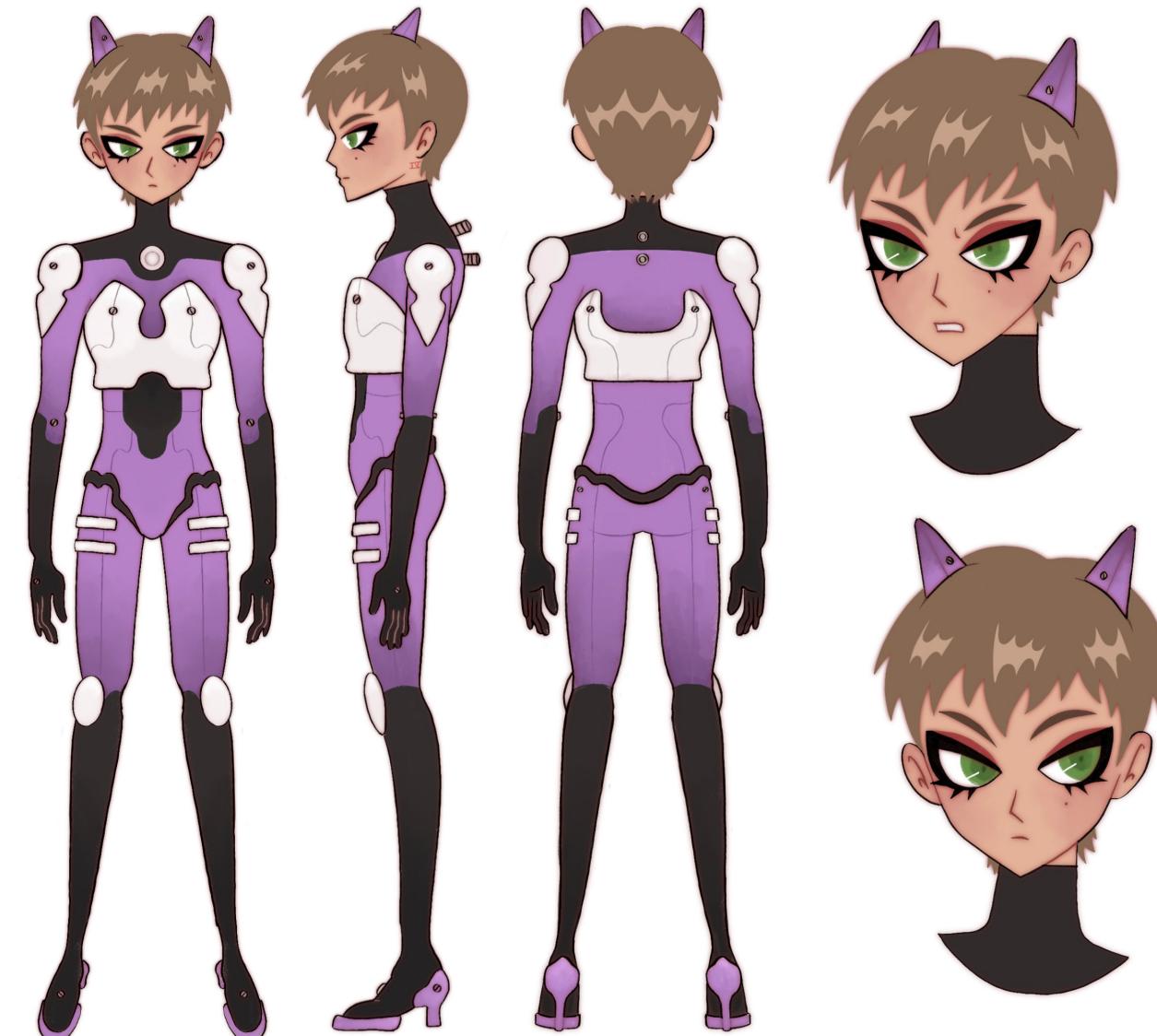










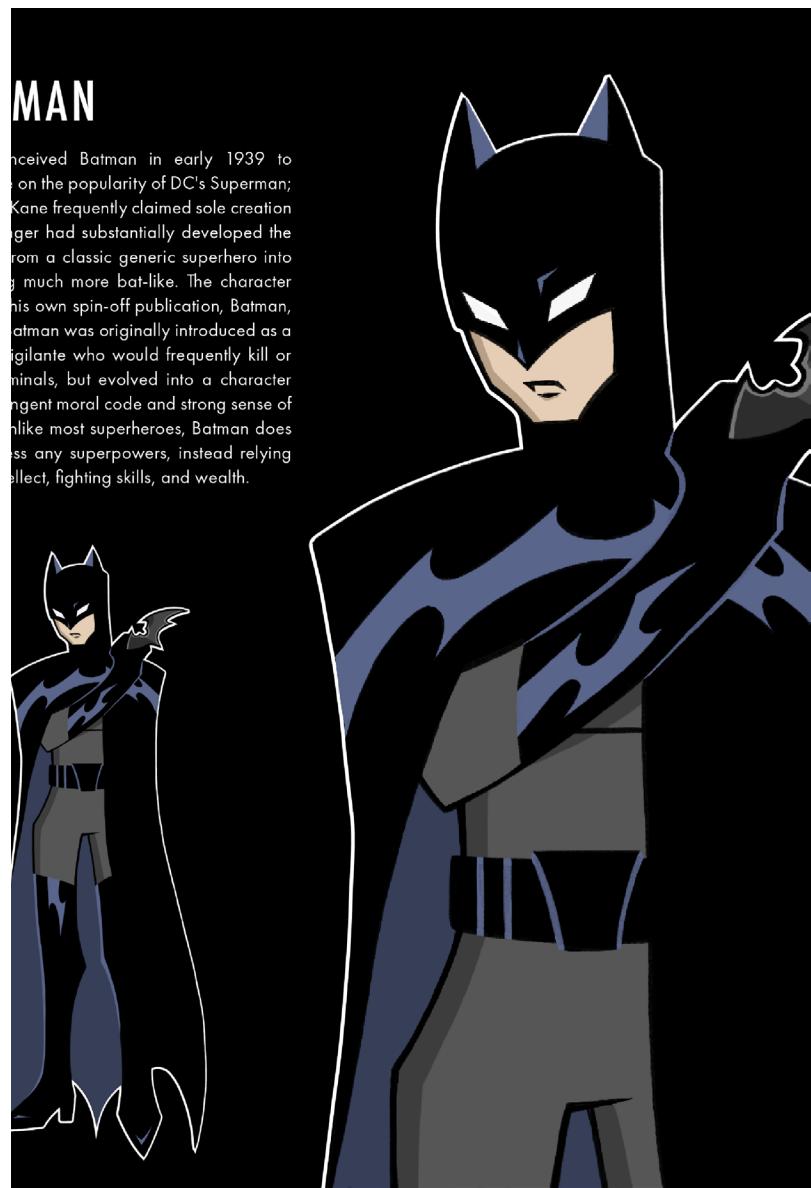


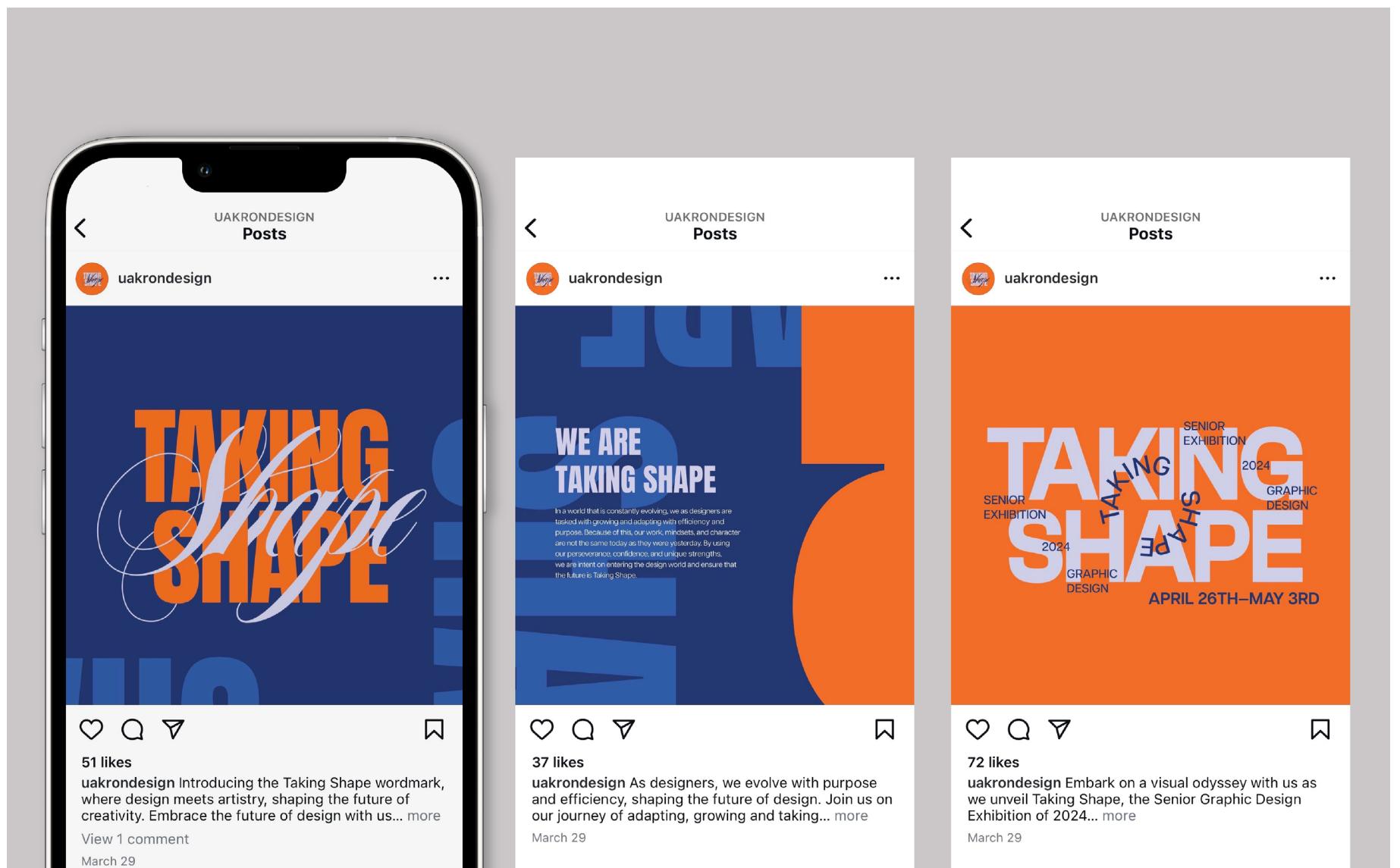
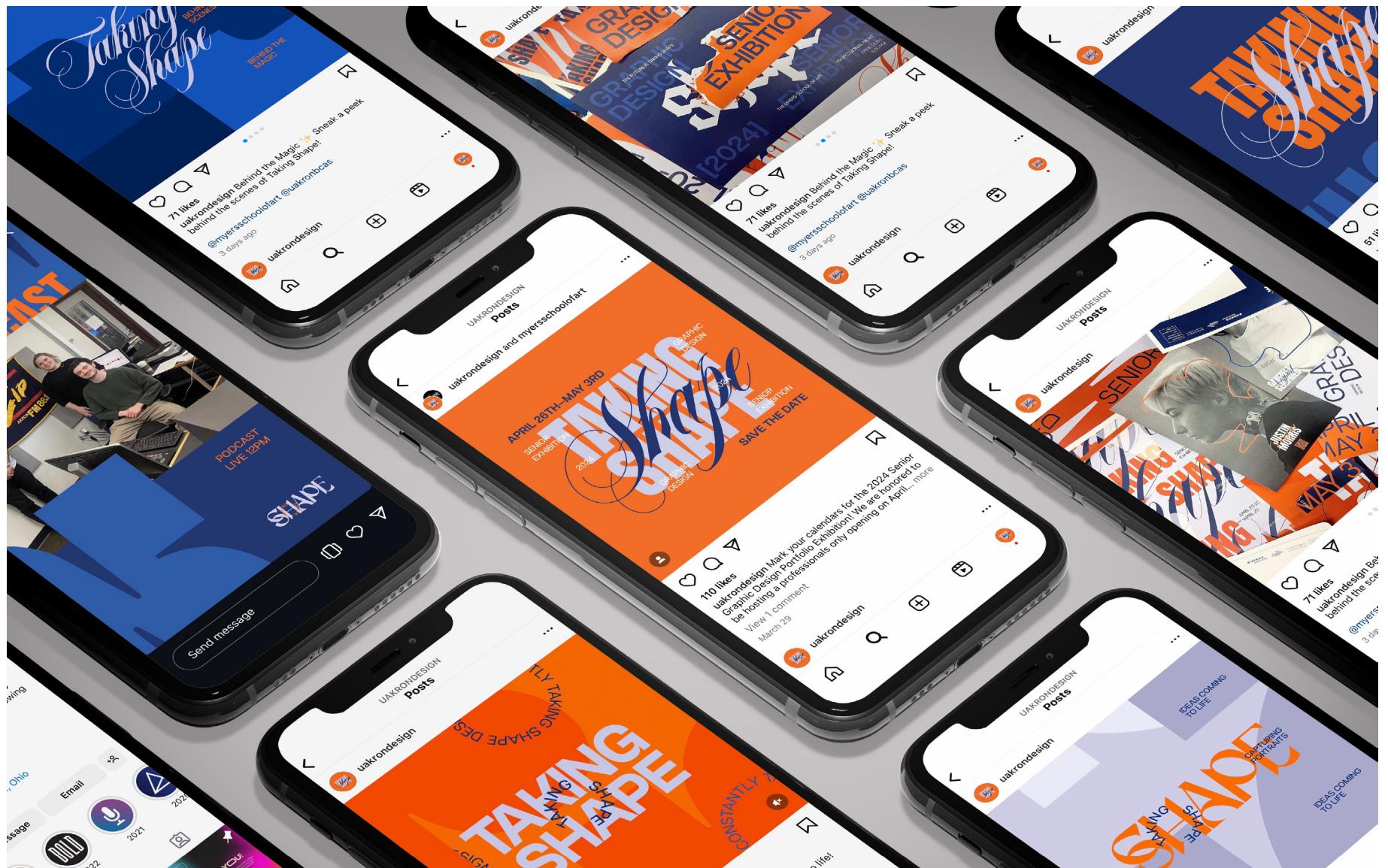


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