

House Revenue Committee

E-cigarette informational hearing

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**American
Heart
Association®**

A small sample of available Electronic Nicotine Devices



Examples of E-liquid Flavors



Samples of E-Cigarette Marketing

WHY QUIT? SWITCH TO BLU

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com



* New blu Smart Pack

PREMIUM ELECTRONIC CIGARETTE

18+ only. CALIFORNIA PROPOSITION 65 - **Warning:** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.



VAPORIZED

love #JUUL #LightsCameraVapor #Vaporized

UNDFT

SUCCESS!

JUUL

According to the American Heart Association and the U.S. surgeon general, this is how your body starts to recover when you quit smoking:

In the first 20 minutes: your blood pressure and heart rate recover from the nicotine-induced spikes. This is something that doesn't happen when a user switches to e-cigarettes

After 12 hours: the carbon monoxide levels in your blood return to normal. Carbon monoxide is harmful because it displaces oxygen in the blood and deprives your heart, brain, and other vital organs of oxygen.

After two weeks: your circulation and lung function begin to improve.

After one to nine months: clear and deeper breathing gradually returns; you have less coughing and shortness of breath; you regain the ability to cough productively instead of hacking, which cleans your lungs and reduce your risk of infection.

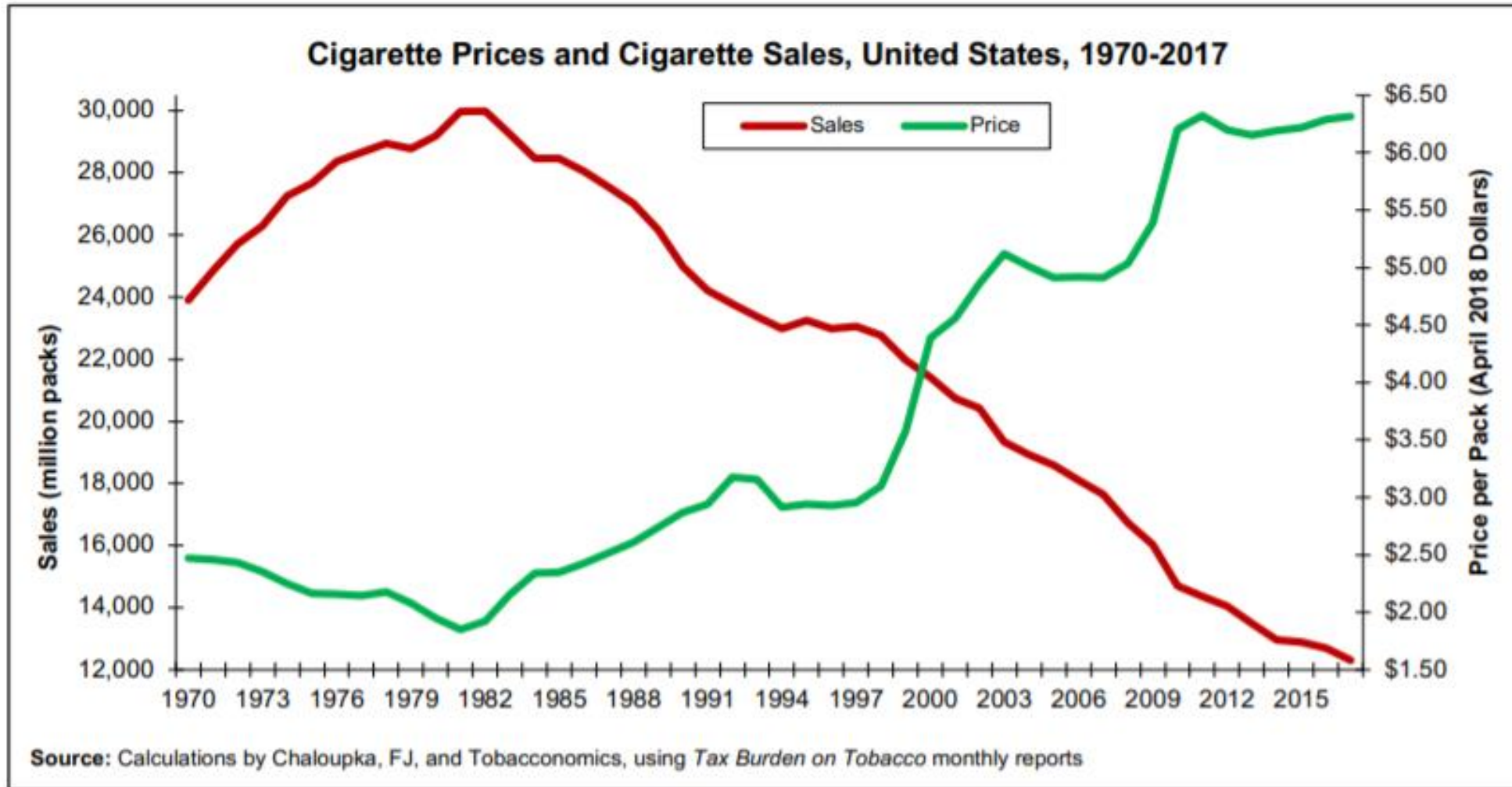
After one year: your risk of coronary heart disease is reduced by 50 percent.

After 5 years: Your risk of cancer of the mouth, throat, esophagus, and bladder are cut in half. Your risk of cervical cancer and stroke return to normal.

After 10 years: You are half as likely to die from lung cancer. Your risk of larynx or pancreatic cancer decreases.

After 15 years: your risk of coronary heart disease is the same as a non-smoker's.

Although there are many other factors involved, the trends in cigarette prices and overall U.S. cigarette consumption from 1970 to 2017 show that there is a strong correlation between increasing prices and decreasing consumption.



Source: Campaign for Tobacco Free Kids