



# JUUL

AS VAPE PEN POPULARITY CONTINUES TO GROW, the 'pen' types are ever evolving. A vape pen (or a pen that delivers nicotine) known as the JUUL (pronounced "Jewel") has been very popular in the market. In the past, the nicotine pods that load into this pen were sweet smelling and came in flavors such as Mango, Cool Mint and Crème Brulee (see photo to the right). You could purchase just the pen, or the pod, or all the items together in a "starter pack". Currently, due to changes within the vaping industry the JUUL and others like it only provide traditional nicotine flavored pods only.

The JUUL vape has continued to receive high levels of attention through media outlets and on social media although other vapes are now beginning to also gain a lot of attention. The Juul is so popular; it now has its own lingo. Using a JUUL is simply referred to as "Juuling". A JUUL along with some other vapes can also be known as a "nic-stick".



## WHY SO POPULAR?



The JUUL has a name that separates it from other vape pens as it is not known as a vape but it is known

as a JUUL. The JUUL can be carried and sometimes even displayed "in plain sight" without anyone suspecting it is a vape pen. The JUUL is small and rectangular in design. It is discrete and wouldn't stand out in your hand or in a backpack among other items. While being charged, the JUUL looks like a USB (upper left) so those who are not familiar, or those who are familiar with the pen, would not realize that a vape was being charged in front of them. This creates an easier environment for it to be charged at school or even at home in the presence of parents.

## BASIC STREET LEVEL INFO:

To understand the Juul, it is important to know some basic information about the device. I have found JUUL vape pens sold in convenience stores; vape shops, smoke shops and other retail establishments.

The Juul is a small sleek three-part system that consists of a charging port, the vape pen and a vape pod. The charging port has a USB attachment so it can be charged in a laptop, and the pen itself sits on the charging port and finally the nicotine pod (which is a separate piece) lodges into the top of the vape pen. When all three pieces of the device are put together it looks very similar to a USB drive (see photo below)... especially when placed into a laptop for charging. You can purchase various skins or wraps online with designs that can be wrapped on the JUUL to add a different look.





## THE JUUL VAPE PODS:

The nicotine for the Juul is distributed via a “pod”. Each pod is said to be equal to a pack of cigarettes or about 200 puffs. As mentioned earlier, the pod flavors include Menthol and Virginia Tobacco. Also, there are other groups (non-JUUL) who market their pod products to work in the JUUL vape. The Juul is activated when someone takes a drag from the top of the device (pod). There is not an on / off switch for the Juul vape pen - making it quick and easy to take a drag from the device. The taste and lack of lingering odor seem to also be popular among users.

## QUOTES FROM TALL COP TRAINING ATTENDEES:

**“The info about them came from (Tall Cop) training. I shared the Juul specifically with staff this morning in an email and we got both (Juul vapes) of them today...”**

–HS SCHOOL ADMINISTRATOR

*Recently during one of my classes in the Midwest, a school administrator texted his daughter (a college student and asked about the Juul vape) and her response was:*

**“Ya dad everyone out here is using the Juul”**

**“Our [school] bathrooms are like vaping lounges”**

–SCHOOL TEACHER

**“We are seeing these non stop. Kids posting snaps with them in class they are easy to hide.”**

–SCHOOL RESOURCE OFFICER



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