

# THE DANGERS OF VAPING

What Everyone Needs to Know

THE  
**LOVELY**  
LAW FIRM  
JUSTICE IS LOVELY

843-839-4111

THE LOVELY LAW FIRM  
CRIMINAL AND PERSONAL INJURY CASES  
[WWW.JUSTICEISLOVELY.COM](http://WWW.JUSTICEISLOVELY.COM)

# TABLE OF CONTENTS

INTRODUCTION .....	2
WHAT IS VAPING? .....	3
ISSUE 1: IT ISN'T JUST WATER VAPOR .....	4
ISSUE 2: CONTROVERSIAL MARKETING PRACTICES .....	6
WHERE THE LAW GETS INVOLVED .....	7
NEXT STEPS: WHAT CAN YOU DO? .....	9

**DISCLAIMER:** This publication provides general information regarding vaping and is not intended to be, nor is it, legal advice. If legal advice or other professional assistance is required, the services of a competent professional person should be sought.

As this publication is not intended as legal advice, any use of this information will not create an attorney-client relationship. After an initial consultation, and before representing you on any claim, a written attorney-client agreement must be signed in order to create such a relationship.

The Lovely Law Firm represents clients in Myrtle Beach and surrounding areas with criminal and personal injury cases.

Firms past performance and experience does not guarantee future results. No fee if no recovery. Injury cases are handled on a contingency fee calculated before expenses from gross recovery. Costs are paid by the client regardless of outcome.

The Lovely Law Firm is located at 1053 London St., Myrtle Beach, SC 29577. Attorney Responsible Justin M. Lovely

## INTRODUCTION

As little as only a few years ago, most people had never heard of vaping, but now it seems as if wherever you look, the term is splashed across headlines, in the news, and in conversations all around the country. Juul, the most popular seller of vaping products, is often referenced in these conversations as well.



And this product, supposedly created as a safer alternative for cigarettes but heavily marketed towards and extremely popular with teenagers and young adults, is a troubling one. That's why, in this e-book, we're tackling the issue of vaping in general and, specifically, the Juul brand. Before we dive in to the problems that vaping presents, let's take a step back and answer the primary question: what is vaping?

## WHAT IS VAPING?

Vaping is the act of using an e-cigarette delivery device (commonly called a vape, vape pen, or Juul pen) in a similar fashion to a cigarette. You inhale through the device, which oftentimes looks similar to a USB drive, and exhale a vapor.

The way these vape pens work is fairly simple: a cartridge or pod, containing a variety of chemicals, flavorings, and other substances, is inserted into a device containing a battery that heats up an internal coil and, when someone inhales on the mouthpiece, the liquid inside is vaporized and enters the individuals' mouth and lungs.

Juul, as mentioned earlier, is a company that has pretty much taken the vaping market by storm. Today, they dominate the e-cigarette market in America, with an estimated 70% market share. As a result, the terms "vaping" and "Juuling" are often used interchangeably, and you may hear it referred to both ways.

Now that we have an understanding of what vaping is, let's take a look at a few of the many issues that vaping presents for those who vape and their families. And we're not referring to stories about vapes catching fire in pockets or exploding in people's faces. While those are problematic, the greater issues we're facing are far more troubling.



## ISSUE 1: IT ISN'T JUST WATER VAPOR

There's a big misconception among teens and young adults – by and far the most common users of vaping products – that vaping is a safe alternative to cigarettes, because there's no smoke involved. Many even believe that all they're inhaling is harmless water vapor.

The reality is that each pod or cartridge for a vape pen contains a plethora of chemicals, including artificial flavoring and heavy metals, as well as high levels of nicotine. In fact, recent studies have found that the nicotine contained in one Juul pod is roughly the equivalent of 200 puffs on a cigarette.

As a result, those who vape become almost instantly addicted to nicotine – and not in small amounts either. It's almost like they become chain smokers overnight. What's even worse is that, as revealed in another study, 63% of the young adults using Juul aren't even aware of what nicotine is or that their vape pods contained the very harmful and addictive substance.





Nicotine addiction is especially problematic in teens and young adults because the chemical has been shown to have a negative effect on prefrontal cortex development in the brain. The prefrontal cortex is the part of the brain that determines right and wrong, and management of pleasure-seeking behaviors. It is also a part of the brain that is still developing up through a person's mid-20s. As a result, an addiction to nicotine can severely stunt a young person's brain development.

Beyond the nicotine itself, there is a whole host of other chemicals in Juul pods that are resulting in significant health issues for people around the country. ERs and doctors across the country are seeing more and more cases of dangerous and often life-threatening illnesses like pneumonia, popcorn lung (a lung condition initially named for its origin in factory workers who inhaled the dangerous chemicals used to flavor microwave popcorn), COPD (chronic obstructive pulmonary disease), and emphysema in young people who vape.

## ISSUE 2: CONTROVERSIAL MARKETING PRACTICES

The unfortunate reality is that, with vaping, we are very much looking at a “history repeating itself” situation. Similar to Big Tobacco’s beginnings in the 20th century, from the start vaping companies targeted young people as their primary consumers.

We saw it in everything from the social media and digital advertising used to initially expose young people to vaping products to the “cool factor” that transferred over from early cigarette culture. They even create flavors that would be appealing to younger people, like mango, lemon lime, and fruit punch, and with youth-centric names like “Olly Olly Orange” and “Goofy Grape.”

Schools are facing significant difficulties as well, as they try to enforce no vaping policies on school grounds. High schools, middle schools, and even some elementary schools are being forced to hire additional administrative personnel

to enforce no vaping policies in restrooms. Some schools are also removing restroom doors and restricting unmonitored access. Teachers are reporting increased behavioral problems with vaping students, grades are down, and it’s affecting the learning environment as a whole.

Additionally, it’s especially difficult to regulate because of how discrete the devices are. They are small, about the size of a USB drive and can be recharged in computers or anywhere with a USB port. There’s no burning or smoke, and sometimes the vapor byproduct is completely odorless.

Now that we have a general understanding of the issues that vaping has presented, let’s take a look at the various ways that the legal system has started to get involved in addressing the problem.

## WHERE THE LAW GETS INVOLVED

As more and more cases of vaping causing significant health issues and presenting serious problems in schools hit the news cycle, the more change to the system that will be called for. It's a quickly changing legal environment because of how rapidly the problem came manifested, and we expect to see the legal world tackle the problem of vaping from a couple different angles.

First, similar to what we're seeing with the opioid crisis, is litigation involving government clients. These are schools, school systems, districts, and more who are having to expend additional time, money, and other resources in an attempt to manage the effects that vaping is having within their environments. Juvenile court systems are seeing a huge rise in cases involving teen vaping as well, which is also causing a major drain on resources that are already often stretched thin.





The second legal avenue focuses more on individual cases and some class action work that's actively happening around the country today. We're seeing cases of addiction disorders where families are forced to take out loans to put their kids into rehab and treatment programs for nicotine addiction. But that's not the only toll that vaping is taking on children and families.

Aside from addiction issues, as mentioned earlier, the chemicals in vaping pods – heavy metals like nickel and other chemicals like formaldehyde - are causing a number of severe and life-threatening health issues. For that reason, we're also seeing a rise in the number of personal injury cases involving significant health crises that result from vaping as well.

And it's also important to note that what we're seeing now are only the short-term medical and societal issues that vaping has caused, as the trend hasn't been around for long enough for the medical community to realize the full long-term consequences.

## NEXT STEPS: WHAT CAN YOU DO?

While the situation is certainly a serious one, many steps are being taken to address the issue of vaping and to formulate an action plan for the future. Many big tobacco companies are removing their interests in vaping products and many legislators are working hard to pass laws that would prohibit the sale and/or use of vaping products in many places in the United States. A number of retailers are also proactively making efforts to pull vaping products and paraphernalia off of their shelves.

Unfortunately, for many young folks, the damage is already done – they may already face a serious nicotine addiction or, worse, severe health issues, as a result of vaping. If you or your child are facing nicotine addiction, behavioral issues, significant lung conditions, or other medical concerns from vaping, we're here to help.

These large vaping companies have huge legal teams on their side, and trying to fight them on

your own can be a losing battle. And, while this e-book provides a general overview, there are many more specifics and details to consider and be aware of. That's why you need someone who's on your side.

Whether it's connecting you to a medical care team to help with pulmonary issues, recommending an addiction specialist, or exploring the details of your personal circumstances and your legal options, we're here for you. You can get in touch by visiting our website [www.JusticeIsLovely.com](http://www.JusticeIsLovely.com) or by giving us a call at 843-839-4111.



© 2019, The Lovely Law Firm, All rights reserved.