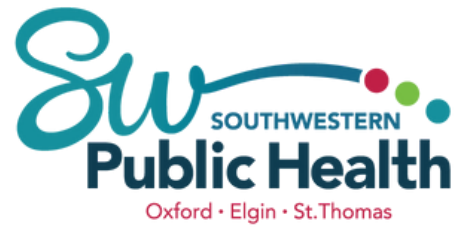


VAPING



LEARNING OBJECTIVES

1. Learn about the vaping industry



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2. Understand the risk and harms of vaping



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5. Cost of vaping



VAPING INDUSTRY

Cigarette smoking is at the lowest it has been in more than 20 years.

To make up for lost sales, the industry reinvented itself using e-cigarettes which it markets with billions of dollars used to convince us that e-cigarettes are safe and fun.



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VAPING INDUSTRY

- Who is really the target market?



VAPING INDUSTRY

- Thousands of flavours
- Sleek, techy and small design
- High levels of nicotine



VAPING INDUSTRY

- The industry is profiting from people being addicted to nicotine found in vapes
- Youth who vape are more likely to start using cigarettes



HEALTH CANADA EXPERIENCES

- Vaping and its harms and risks
- Information on the health effects of vaping nicotine and cannabis
- Insights into the cost of vaping and tips to overcome peer pressure.

Health Canada
Experiences

