

NOT AN EXPERIMENT

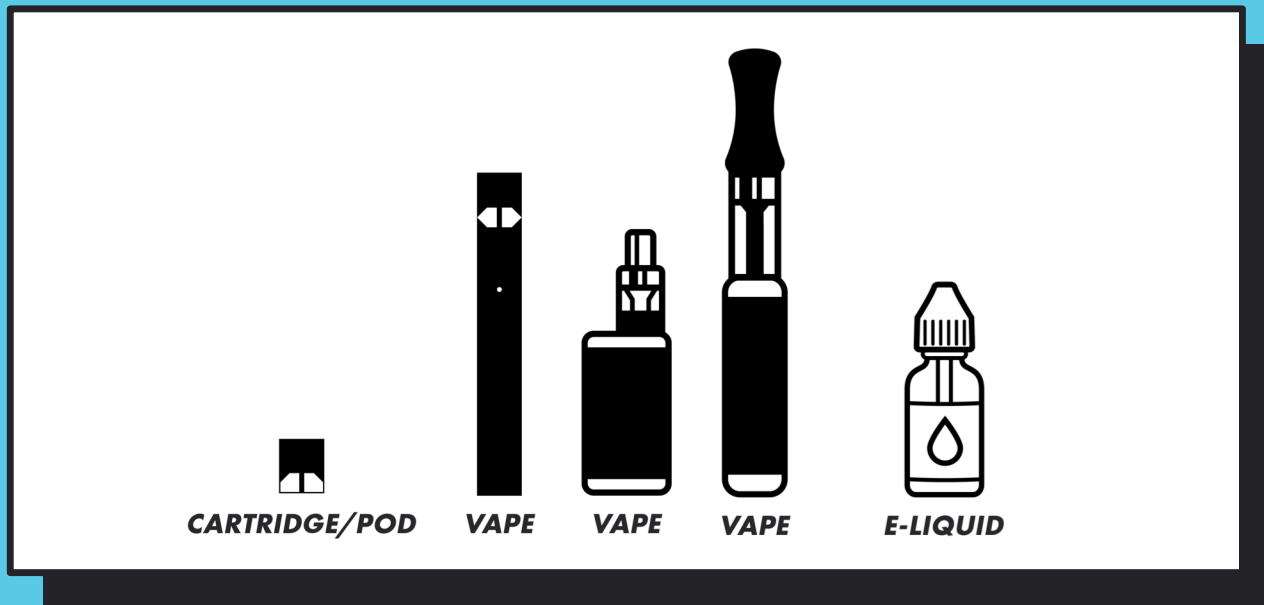
CAUTION!

The long-term effects of vaping are still unknown.
Today's vapers are tomorrow's test subjects.

DON'T BE AN EXPERIMENT.



ELECTRONIC CIGARETTES/ E-CIGARETTES, VAPES



BY THE NUMBERS

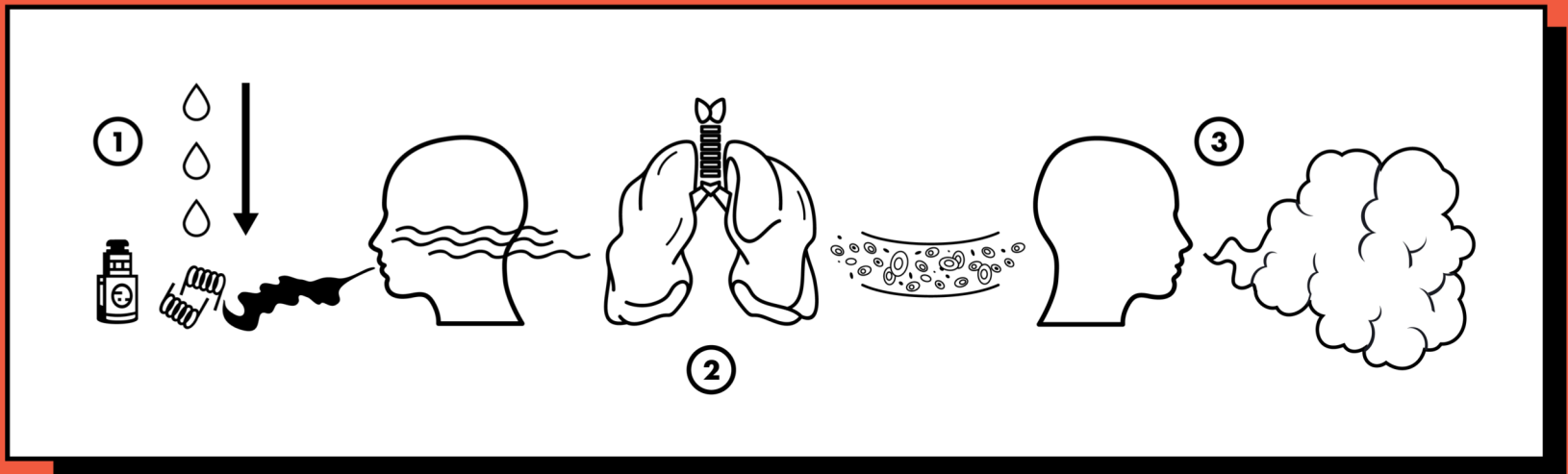


**74% INCREASE IN
YOUTH VAPING**

NOT AN EXPERIMENT

VAPING

FROM LIQUID TO AEROSOL



1

THE LIQUID IN THE
VAPE IS HEATED INTO
AN AEROSOL.

2

THE AEROSOL IS
INHALED INTO THE
LUNGS AND GETS
ABSORBED INTO THE
BLOODSTREAM.

3

THE REMAINING
AEROSOL IS
EXHALED.

NOT AN EXPERIMENT



USER BEWARE

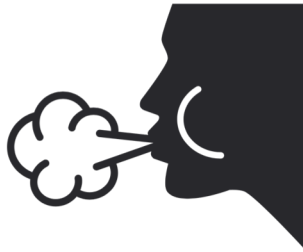
WHAT'S IN E-LIQUID? IS IT SAFE?

1



**VEGETABLE
GLYCERIN (VG)**

2



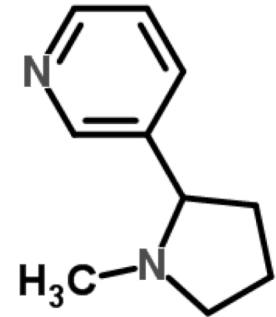
**PROPYLENE
GLYCOL (PG)**

3



**CHEMICAL
FLAVOURINGS**

4

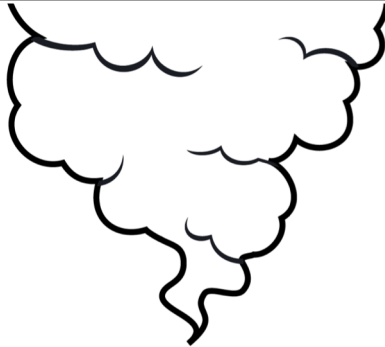
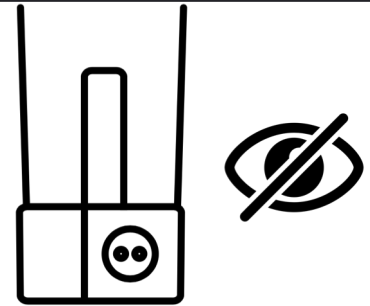
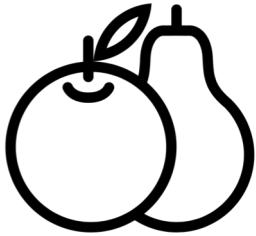


NICOTINE

**HINT: WHAT'S OK FOR
YOUR STOMACH IS
NOT NECESSARILY OK
FOR YOUR LUNGS.**

NOT AN EXPERIMENT

SIGNS OF VAPING



ARE YOU AN EXPERIMENT?

ISN'T VAPING SAFER
THAN SMOKING?



The long-term effects of vaping are still unknown.

***DON'T TREAT YOUR HEALTH
LIKE AN EXPERIMENT.***

NotAnExperiment.ca

YOUTH AND NICOTINE ADDICTION



NOT AN EXPERIMENT

NICOTINE



IS POISON

NOT AN EXPERIMENT

THE INDUSTRY: ARE YOUTH A TARGET?



NOT AN EXPERIMENT

MARKETING MAYHEM



NOT AN EXPERIMENT

CURRENT LAWS



\$305

FOR VAPING ON
SCHOOL PROPERTY,
24/7

\$490

FOR SUPPLYING A VAPE
TO ANYONE UNDER 19
(EVEN A FRIEND)

NOT AN EXPERIMENT

TAKE ACTION + LEARN MORE



LEARN MORE: Visit NotAnExperiment.ca and [Consider the Consequences](#) to learn more about the potential risks of vaping.



TALK IT OUT: Debate vaping-related issues with your group. For example, should the industry continue to be allowed to promote these products with displays in stores and giant billboards? Should it continue to be legal for e-liquid to be sold in candy and fruit flavours that are known to appeal to youth?



SPREAD THE WORD: Hang posters. Do a locker blast. Read announcements. Share videos. Make your own or visit [Downloads](#) for print-ready resources.



TAKE ACTION: Sign a pledge on your own or with a group committing to stay smoke and vape free ([pledge templates available here](#)).