What is an e-cigarette liquid?
E-cigarette liquids are the liquids that are added to e-cigarettes and other vaping devices. They are also called e-liquids, e-juice, or vape juice. They contain nicotine and flavoring chemicals which are dangerous to inhale.

Over 15,000 e-cigarette liquid flavors exist!¹
Chemicals added to e-liquids make them taste sweet like fruit, candy, and other flavors that appeal to youth like Tooth Fairy Puff, Cotton Candy, and Sour Gummy Worms.²

Common Flavoring Chemicals³

- **Benzaldehyde**: respiratory irritant that causes death in rabbits exposed to it
- **Cinnamaldehyde**: found to be toxic to human cells at certain doses
- **Diacetyl**: associated with a condition called popcorn lung which damages cell lining and scars the lungs
- **2,3-Pentanedione**: may also cause popcorn lung
Sources:

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Prohibiting the sale of all flavored tobacco products is a critical step to preventing another generation of young people from living with a lifetime of addiction.

Additional steps include:

1. **Talk to your children and their friends** about the harmful chemicals that exist in flavored e-liquids.

2. **Get help with quitting.** Call 1-800-NO-BUTTS (1-800-662-8887) for free help quitting for yourself, a family member or friend.

3. **Contact your local elected officials** and ask them to take steps to protect your community’s youth from easy access to flavored tobacco products.

4. **Support increased federal regulation** of product and manufacturing standards, ingredient labeling, health warnings and marketing restrictions for e-liquids.

While many chemicals found in flavorings are generally regarded as safe to eat, the health impact of inhaling them is unknown and can cause harm.

The FDA has banned the sale of flavored cigarettes (other than menthol) because they appeal to youth. But flavored e-cigarettes, e-liquid, hookah, cigars, and chewing tobacco continue to be sold.

Some Flavoring Chemicals are Toxic to the Lungs.³

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For more information, visit TobaccoFreeCA.com