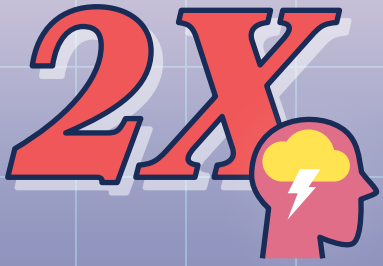


VAPE FACTS!

from Norm
(and the internet)



Mental Health



Studies show people who vape may be **2x as likely** to be diagnosed with depression.

(2019 JAMA Study)

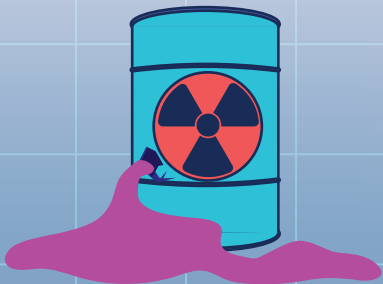
Nicotine Dependence



Young people who have vaped are **7x more likely** to start smoking.

(2020 Truth Initiative Study)

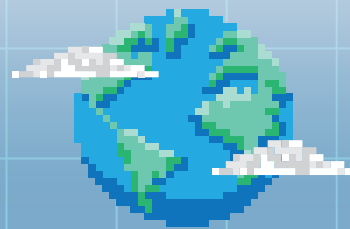
Toxic Components



Vape juice contains **60+ chemicals**, including heavy metals like chromium and nickel.

(National Institute of Health)

Environment



Vapes cannot be safely recycled or destroyed, having a permanent impact on our planet.

(ANSR)

Big Tobacco



Big Tobacco uses flavors to get teens hooked. **97%** of teens who vape use flavored products.

(PATH Study)



Thinking about having the
“vape talk” with your friend?

Call

1-833-HEY-NORM

for a pep talk

heynorm.org

