

Big Vape: The Incendiary Rise of Juul

In 2015, Juul Labs launched its e-cigarette, and within two years, the company had captured a majority of the U.S. market. Juul's meteoric rise was fueled by a combination of slick marketing, celebrity endorsements, and the promise of a safer alternative to traditional cigarettes.



Big Vape: The Incendiary Rise of Juul by Jamie Ducharme

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But behind the glossy façade, Juul was hiding a dark secret. The company's e-cigarettes were addictive, and they contained high levels of nicotine. Juul also targeted young people with its marketing, and as a result, millions of teenagers became addicted to nicotine.

In *Big Vape*, the authors of *Merchants of Doubt* reveal the secret history of Juul, the e-cigarette company that ignited a national health crisis. The book is a meticulously researched exposé that uncovers the lies and deceptions that Juul used to build its empire.

Big Vape is a must-read for anyone who wants to understand the dangers of vaping and the corporate greed that fuels it. The book is a powerful indictment of Juul and the industry that it represents. It is also a call to action for policymakers and regulators to take action to protect public health.

The Juul Epidemic

In 2019, the Centers for Disease Control and Prevention (CDC) declared an outbreak of lung injury associated with e-cigarette use, or EVALI. The outbreak was caused by a chemical called vitamin E acetate, which was used as a thickening agent in some e-cigarette liquids.

Juul products were responsible for the majority of EVALI cases. The company's e-cigarettes were particularly dangerous because they contained high levels of nicotine, which made them more addictive and more likely to cause lung damage.

The EVALI outbreak led to a public health crisis. Hundreds of people were hospitalized, and dozens died. The outbreak also led to a decline in the use of e-cigarettes, but Juul remained the most popular brand among young people.

The Corporate Greed of Juul

Juul is a privately held company, but its investors include some of the biggest names in the tobacco industry. Altria, the parent company of Philip Morris, owns a 35% stake in Juul. British American Tobacco also has a stake in the company.

The tobacco industry has a long history of misleading the public about the dangers of its products. Juul is no different. The company has repeatedly claimed that its e-cigarettes are a safer alternative to traditional cigarettes, even though there is no scientific evidence to support this claim.

Juul has also targeted young people with its marketing. The company's ads feature young, attractive people vaping Juul products. The ads also make it seem like vaping is cool and harmless.

The tobacco industry has a vested interest in keeping people addicted to nicotine. Juul is just another way for the industry to make money, even if it means putting people's health at risk.

The Fight Against Big Vape

The fight against Big Vape is a public health imperative. E-cigarettes are a serious threat to public health, and Juul is the biggest player in the industry.

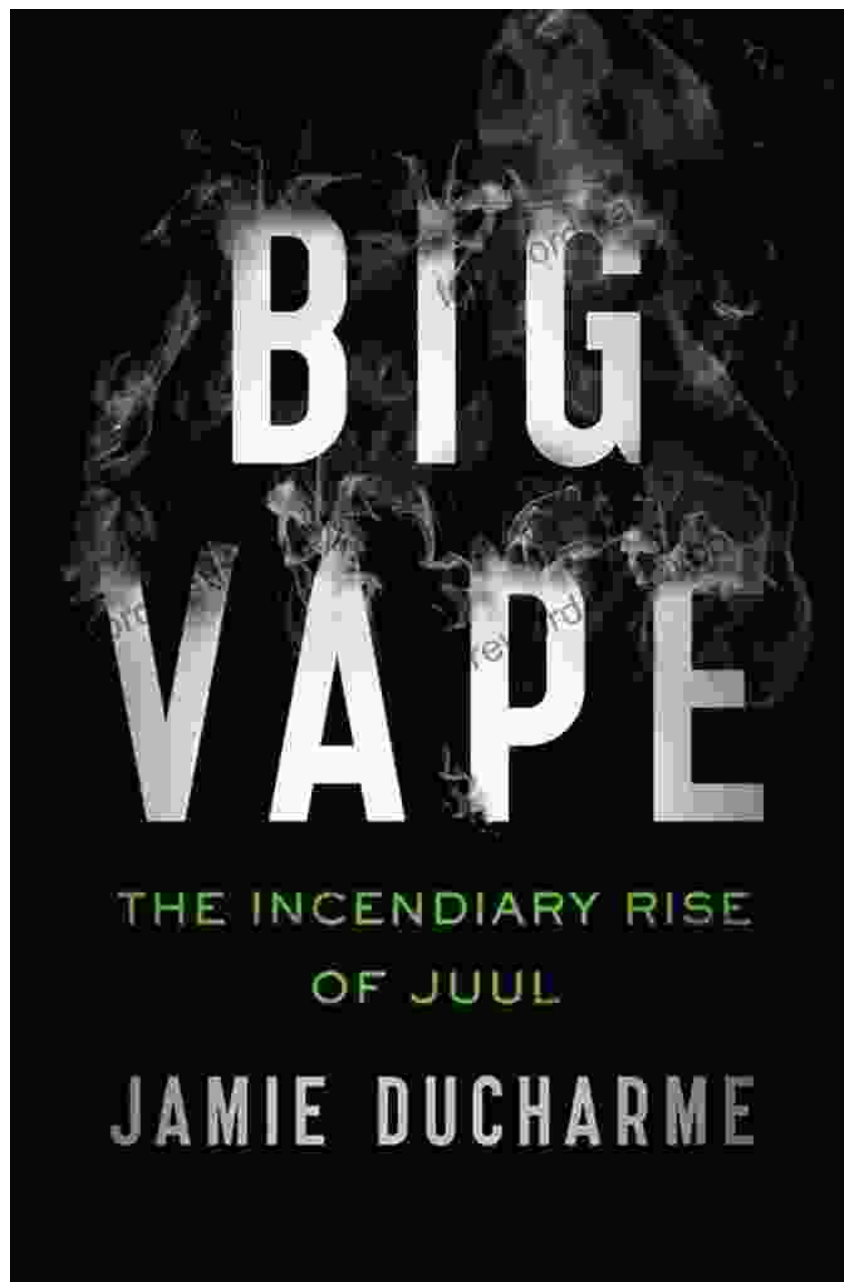
There are a number of things that can be done to fight Big Vape. One is to increase regulation of e-cigarettes. The FDA has already taken some steps to regulate e-cigarettes, but more needs to be done.

Another important step is to educate the public about the dangers of vaping. Many people, especially young people, do not realize the risks associated with e-cigarettes.

Finally, it is important to support organizations that are fighting against Big Vape. There are a number of non-profit organizations that are working to raise awareness about the dangers of e-cigarettes and to advocate for policies that protect public health.

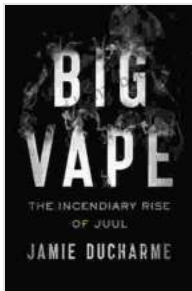
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The fight against Big Vape is a public health imperative. We must all do our part to protect our children and our communities from the dangers of e-cigarettes.



Stanton Glantz is a professor of medicine at the University of California, San Francisco. He is the author of several books on tobacco control, including *The Cigarette Papers* and *Merchants of Doubt*.

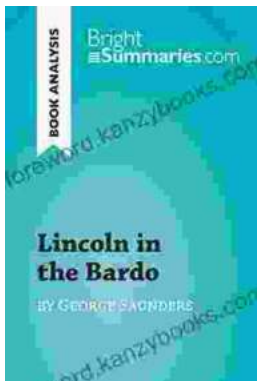
David Kessler is a former commissioner of the Food and Drug Administration. He is the author of several books on public health, including *A Good Surgeon* and *Unhealthy Choices*.



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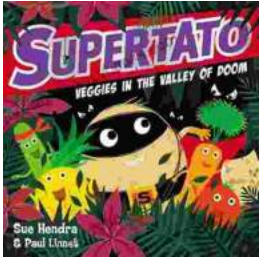
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