

# TOBACCO IS CHANGING

Cigarette use may be dropping among Wisconsin's youth but **other newer products are gaining popularity fast.**

**It's not just the standard JUUL anymore...**



The latest trend? Long, slim e-cigs that look like high-tech USB flash drives, credit cards, small cell phones or guitar picks. Other increasingly popular products include wearable devices like sweatshirts, smart watches, etc.

## Did You Know?

**96%**

of kids who've used e-cigarettes or "vapes" tried them before the age of 13.

**89%**

of teens say they would not use e-cigarettes if they weren't flavored like candy.