

TEXT FOR THE DESCRIPTIONS OF EACH CAROUSEL

Below is a suggested text for each of the myths, so that you can put it in the description of each carousel. It is important that you use in each publication the hashtags **#MythBusters** **#TruthAboutVaping** and the hashtag of the world vape day that has been defined for this year.

MYTH 1

Did you know that vaping is better than smoking? But wait, don't run out and buy an e-cigarette just yet! We explain everything you need to know about vaping and its risks compared to those of smoking.

You can reduce substantially the damage caused by smoking by vaping instead, which is a great alternative to nicotine consumption. Plus, there's only a 5% risk of cancer-related diseases! It is not us saying it, it is Public Health England. Nicotine does not cause diseases, but the smoke resulting from the combustion of the tobacco leaves in the cigarette does. In vaping there is no combustion, so risks and harm are reduced.

E-cigarette liquids are made from products suitable for human consumption, used in the manufacture of medicines and food. In addition, studies have shown that levels of acrolein, a respiratory irritant, in e-cigarette users are similar to those in non-smokers.

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MYTH 2

Did you know that vaping can help you quit smoking? It is one of the most effective alternatives to help you quit the harmful habit of smoking

In addition to providing nicotine in a less risky way, vaping maintains a ritual similar to smoking, while it avoids the damage caused by tobacco combustion smoke.

A 2019 study showed that switching completely from smoking to vaping reduces health risks and is more effective for smoking cessation than nicotine replacement therapy with behavioral support.

Did you know that thanks to advances in e-cigarette technology, more than 100 million people have quit smoking thanks to vaping?

Nicotine is not responsible for smoking-related diseases, and the addictive potential of traditional cigarettes is mainly due to other substances present in tobacco smoke.

One of the great advantages of vaping is that you can control the nicotine level, reducing it until you stop using it completely.

If you want to learn more about how vaping can help you quit smoking, visit our website at the link in our bio.

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MYTH 3

Myth debunked! It's not nicotine that causes cancer, it's combustion!

Several smoking cessation medications contain nicotine, and there is no scientific evidence that nicotine use alone causes disease. Long-term use of nicotine in the form of Snus does not increase the risk of serious health problems in adults.

So, what causes cancer? The combustion of tobacco, which generates a cocktail of chemicals inhaled through smoke.

It is important to keep in mind that not all people are tolerant to certain substances, but that should not be a reason to blame nicotine of causing diseases.

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MYTH 4

DOES VAPING GENERATE DISEASES

Debunk this myth! After two decades of scientific studies, it has been shown that the risks associated with e-cigarettes are significantly lower than those associated with traditional smoking, with a magnitude of two to three times lower. And no disease related exclusively to vaping has ever been detected.

The available scientific evidence suggests that vaping is a much safer alternative to smoking, and we will tell you why!

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MYTH 5

VS. Do you know the difference between smoke and steam? Tobacco smoke contains thousands of harmful chemicals, including 70 that are highly carcinogenic. On the other hand, vapor is produced by vaporizing a liquid

solution at a much lower temperature and contains mainly propylene glycol and vegetable glycerin, which are relatively safe for human consumption.

Although both contain particles that can penetrate deep into the lungs, the particles in smoke are much more harmful to the human body than those in vapor, due to the tar they contain. Meanwhile, the particles in vapor are absorbed and metabolized without causing damage to the respiratory system.

Learn more about these differences to protect your long-term health!

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MYTH 6

VAPING LEADS TO SMOKING

Vaping is not the gateway, it is the way out to smoking

Did you know that vaping is actually a way OUT of smoking?

It is often overlooked that many countries are experiencing record low levels of frequent smoking prevalence. This is an encouraging sign for public health, as smoking is one of the leading causes of preventable death worldwide.

Did you know that many politicians and media are warning about a supposed "gateway effect" from vaping to smoking? But the evidence suggests otherwise! Vaping is, in fact, a way out of smoking.

Nicotine vaping is more effective than nicotine replacement therapy (NRT) for smoking cessation, according to the Cochrane study group at the University of Oxford. The report from the U.S. National Academy of Sciences, Engineering and Medicine found that smoking rates have declined more rapidly since vaping began to gain popularity in the United States.

France, the United Kingdom, Health Canada and the New Zealand Ministry of Health all recommend vaping as a means to quit smoking. Smoking rates in the UK have been steadily declining, and this has been attributed to the introduction of e-cigarettes and other vaping products into public health policies.

Don't fall for the myth, the information presenting e-cigarettes as a gateway to smoking is not supported by scientific evidence. Remember that vaping is for adult smokers only and is a crucial innovation to help people quit smoking. Let's celebrate its role in reducing smoking rates.

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MYTH 7

Attention, did you know that vaping flavors are meant for adults to help them quit smoking? But why are children attracted to them? In this post, we explain you the truth behind myth 7: FLAVORS ATTRACT CHILDREN

According to studies from the Yale School of Public Health, flavors are critical in helping adults quit tobacco cigarettes and switch to vaping. In addition, there is no evidence linking vaping flavors with underage smoking.

Education and guidance at home and in schools is important to prevent minors from accessing these products that are intended exclusively for adults who want to quit smoking or consume nicotine in a less harmful way.

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MYTH 8

Did you know that there is no youth vaping epidemic in the United States or in the world? While it is important to protect minors from accessing these products, it is also essential not to infringe upon the rights of adult smokers seeking less harmful alternatives. Find out more about this myth in our post.

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MYTH 9

Does banning vaping improve public health? Myth 9!
Public policymakers believe that restricting or banning access to vaping products will reduce their use and improve public health, but evidence shows otherwise.

High taxes can increase tobacco consumption and drive vapers to the black market, where products do not comply with quality and safety regulations.

Experts recommend that taxes be risk-based to incentivize smokers to switch to less harmful products.

Let's not hurt public health with measures that don't work! Let's regulate instead of banning.

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MYTH 10

Over 2000 studies support vaping, don't be fooled. Despite false accusations about the risks of vaping, scientific evidence indicates that vaping is immensely less harmful than smoking. The long-term risk of vaping is probably no more than 5% of the risk of smoking, according to the Royal College of Physicians . In addition, switching from smoking to vaping has been shown to improve several aspects of health in ex-smokers. Vaping is a better choice!

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