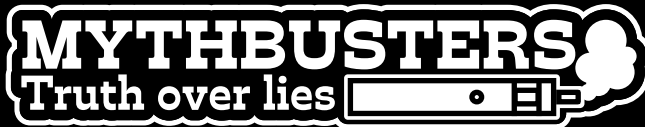


# TRUTH OVER LIES

MYTHS AND LIES  
ABOUT VAPING

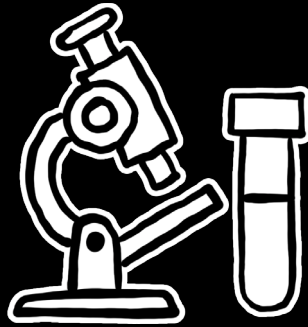




MYTH 1

VAPING IS MORE  
HARMFUL THAN SMOKING

**FALSE**

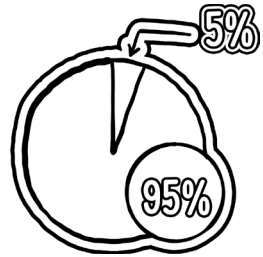


SCIENCE HAS PROVEN IT: VAPING IS  
LESS HARMFUL THAN SMOKING



If you don't smoke, don't vape. If you can't or don't want to quit smoking, vaping is a great alternative to consume nicotine and substantially reduce the damage caused by smoking.

It is not true that vaping is equal to or worse than smoking. While it is true that it is not without risk, relative to smoking, there is only a 0.5% risk of cancer-related disease. That's not us saying it, it's Public Health England.



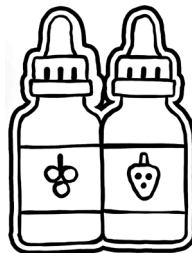
SEE THE STUDY

A simple black line drawing of a curved arrow pointing from the text 'SEE THE STUDY' towards the QR code.



The diseases are not caused by nicotine, but by the smoke resulting from the combustion of the tobacco leaves in the cigarette. In vaping there is no combustion, so the risks and harm are reduced.

The vape liquid is made from products fit for human consumption, which are also used in the manufacture of medicines and foodstuffs.



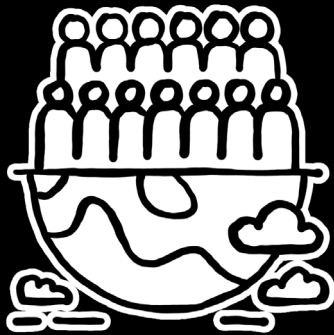
*SEE THE STUDY*

In addition, studies that measured acrolein (a respiratory irritant) found that e-cigarette users had similar levels to non-smokers.

MYTH 2

VAPING DOES NOT HELP  
TO QUIT SMOKING AND  
IS MORE ADDICTIVE

**TRUTH**



VAPING HAS SAVED MORE THAN 100  
MILLION PEOPLE FROM TOBACCO  
USE



Vaping is the most effective alternative to help smokers quit smoking. In addition to giving the consumer a less risky way to consume nicotine, its success lies in maintaining a ritual similar to smoking, but avoiding the damage caused by the smoke from tobacco combustion.



SEE THE STUDY



Switching to vaping has been shown to increase the chances of successful smoking cessation, as evidenced by a 2019 **study** that found that switching completely from smoking to vaping reduces health risks and is more effective for smoking cessation than nicotine replacement therapy with behavioral support.

In the United Kingdom, vaping is the most commonly used form of smoking cessation in public health services and is positively associated with smoking cessation success.

Although it causes dependence, 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.



Advances in e-cigarette technology have made nicotine delivery more efficient, making them more attractive and efficient tobacco substitutes.

It is not addiction, it is dependence. Addiction is a misconception when talking about nicotine. The body becomes physiochemically dependent on nicotine, but it is not a problematic substance, which eliminates the addiction factor.

Nicotine has often been compared to heroin and has even been said to be equally or more addictive, which is totally false. One of the great advantages of electronic cigarettes is the possibility of controlling the level of nicotine they contain. Many users have managed to reduce the amount of nicotine they consume, even quitting completely.

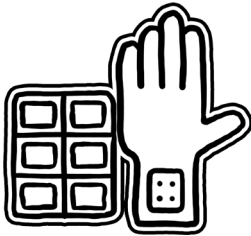
MYTH 3

NICOTINE CAUSES  
CANCER

**FALSE**

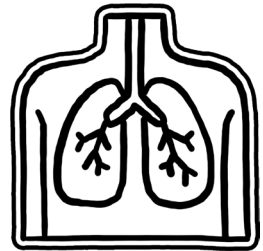


NICOTINE IS NOT THE PROBLEM,  
COMBUSTION IS



It has been shown for quite some time that nicotine is not the cause of cancer-associated diseases. This is so clear that several of the drugs prescribed for smoking cessation contain nicotine, such as patches, gums and inhalers.

The toxicity of nicotine has been exaggerated. There is no scientific evidence that nicotine consumption alone causes diseases or health problems.



For example, long-term nicotine use by **snus users in Sweden** (who have been using snus for many, many decades!) has not been shown to increase the risk of serious health problems in adults.

So what causes cancer? As mentioned above, it is the combustion of tobacco. This combustion generates a cocktail of chemicals that, when inhaled through smoke, are the cause of diseases such as cancer.

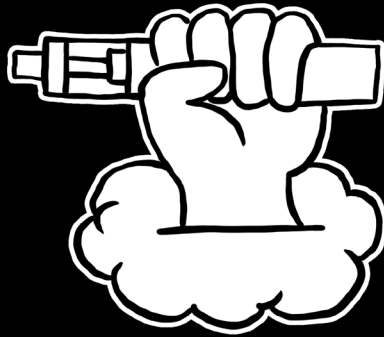
It is important to keep in mind that not all people are tolerant of all substances. Just as there are people who are allergic to certain medications or foods, some people may become allergic to some of the components of vape liquids. Not all organisms react in the same way, but this is not an argument to affirm that nicotine causes diseases.

**If you see any signs of allergy, avoid vaping.**

MYTH 4

VAPING CAUSES  
DISEASES

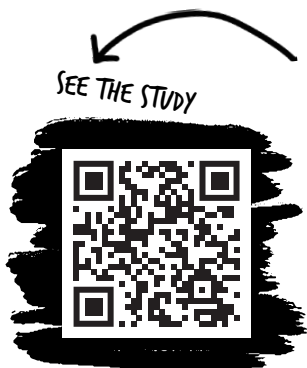
**FALSE**



- HARM + LIFE:  
VAPING IS THE SOLUTION



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, by a magnitude of two to three times less. In addition, no disease related exclusively to vaping has ever been detected.



**The U.S. National Academies of Sciences, Engineering and Mathematics** have suggested that e-cigarettes are “probably much less harmful” than combustible cigarettes and Britain’s Royal College of Physicians says e-cigarettes are unlikely to exceed 5% of the health risks associated with traditional tobacco products.

However, the real health risk lies in the sale of products with no regulation to ensure their quality and safe access to them. In countries where e-cigarettes are adequately regulated and supervised, vaping is considered safe.



Although there are some doubts about the long-term implications of vaping, the available scientific evidence suggests that it is a much, much safer alternative to smoking.

Don't forget that some people may be allergic to some of the compounds in vape liquid, but this should not be taken as proof that vaping causes diseases.

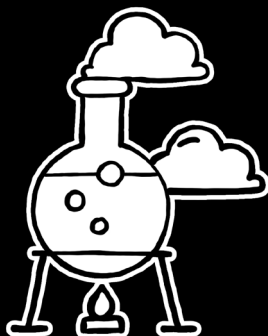
**Don't be fooled:** cases that have been used as evidence to attack vaping do not consider these allergic factors, other substances previously consumed or the patient's medical history.

**Always investigate all these factors before taking a position on the case.**

MYTH 5

VAPOR = SMOKE

**FALSE**



VAPOR  $\neq$  SMOKE: DIDN'T YOU GO TO  
CHEMISTRY CLASS?

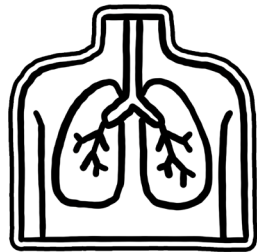
Smoke and vapor are completely different substances, both in their production and in their composition and effects on the human body.

Smoke is produced by the combustion of tobacco at high temperatures, which releases thousands of harmful compounds, including 70 that are highly carcinogenic with the potential to cause systemic damage to the body.



Vapor, on the other hand, is produced by vaporizing a liquid solution at a much lower temperature and contains mainly propylene glycol and vegetable glycerin, which are relatively safe substances for human consumption.

While both smoke and vapor contain particles that can penetrate deep into the lungs, smoke particles are much more harmful to the human body than vapor particles. Smoke particles contain tar and can cause damage to the respiratory system by being absorbed and metabolized slowly, while vapor particles are absorbed and metabolized without causing damage to the respiratory system. This is due to the fact that propylene glycol and glycerin, which are the main components of vapor, are non-toxic.



It is important to understand these differences in order to reduce exposure to harmful substances and protect long-term health.

It is also not true that vaping fills the lungs with water. The amount of vapor that enters the lungs is low and does not imply a risk, since our lungs have the capacity to absorb humidity, as happens when we enter a sauna or live in very humid places.

MYTH 6

VAPING LEADS TO  
SMOKING

**FALSE**



VAPING IS NOT THE GATEWAY TO  
SMOKING, IT IS THE WAY OUT OF  
SMOKING



It is often forgotten that many countries are experiencing record low levels of frequent smokers. This is an encouraging sign for public health, as smoking is one of the leading causes of preventable death worldwide. However, instead of celebrating this achievement, many politicians, doctors and the media are warning about vaping being a gateway to smoking.

Contrary to this belief, evidence suggests that vaping is, in fact, a gateway out of smoking.

The Cochrane study group at the University of Oxford conducted a series of **studies** concluding that nicotine vaping is more effective than nicotine replacement therapy (NRT) for smoking cessation. **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. This shows that vaping is an important innovation in helping people quit smoking.



SEE THE STUDIES



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

Information presenting e-cigarettes as a gateway to smoking is not supported by scientific evidence. The effectiveness of e-cigarettes as a smoking cessation tool is undeniable, but it is essential to remember that they are for adult smokers only. Vaping is a crucial innovation in helping people quit smoking and its role in reducing smoking rates should be celebrated.

MYTH 7

FLAVORS ATTRACT  
CHILDREN

**FALSE**



FLAVORS: ADULTS ALSO ENJOY  
THEM

The myriad of flavors available for vaping are intended to help adults switch from tobacco to vaping. More than two-thirds of vape users regularly use non-tobacco flavors. These not only help in the transition from tobacco to vaping, but also help keep people away from smoking. Several studies provide evidence to support the use of flavored vape devices as an effective tool for adults to quit smoking.



SEE THE STUDY



According to the **Yale School of Public Health**, flavored vape devices are associated with a 230% increase in the odds of adults quitting smoking. The researchers suggested that flavors were instrumental in helping smokers quit tobacco cigarettes and switch to vaping. They also stress the need for policy makers to consider the role of flavors in smoking cessation when making decisions about their regulation.

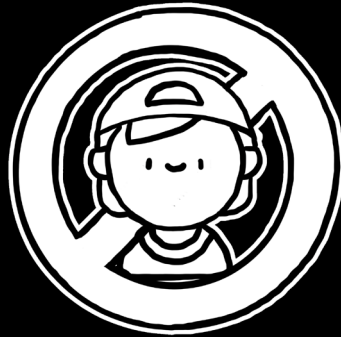
Restricting flavors may push e-cigarette users to return to cigarette smoking or resort to the black market. In addition, there is no evidence linking vape flavors to underage smoking, as several studies have shown that there are other factors that contribute to minors starting to vape or smoke.

Therefore, it is important to provide guidance and education at home and in schools to prevent minors from accessing these products, which are intended exclusively for adults who want to quit smoking or wish to continue consuming nicotine in a less harmful way.

MYTH 8

THERE IS AN  
EPIDEMIC OF YOUTH  
VAPING

**FALSE**



VAPING IS NOT FOR THE YOUTH, IT  
IS A RIGHT OF ADULT SMOKERS



Although underage use of vape products should be a cause for concern and regulation, there is **NOT** an epidemic of youth vaping in the United States or in the world.

Most minors who vape do so infrequently, doing so experimentally or as sporadic users, which is why there is no such epidemic.



As it is well known, there are many factors that influence minors to consume some substances such as tobacco, alcohol and others: social pressure from their friends, the media, boredom, rebelliousness, among others.

Although **e-cigarette use among U.S. high school students increased slightly in 2022**, the overall smoking rate among these students remains low: only 1.5% of non-tobacco-using high school students used nicotine-containing vape products.



SEE THE STUDY



Experts argue that the real epidemics in high schools are the unfortunately common risk behaviors, such as texting while driving, driving under the influence of alcohol, suicidal thoughts, carrying weapons, excessive alcohol consumption and driving after using marijuana.

There is an urgent need to protect minors from access to these types of products, but the rights of adults seeking lower-risk alternatives that allow them to quit smoking or continue using nicotine in a safer manner cannot be infringed upon.

MYTH 9

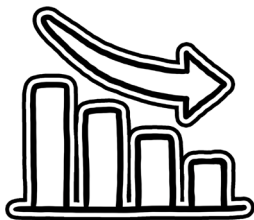
RESTRICTING VAPING  
IMPROVES PUBLIC  
HEALTH

**MYTH**



BANNING HURTS PUBLIC HEALTH,  
LET'S REGULATE!

Policymakers in charge of making policies to improve public health believe that increasing taxes on vape products, restricting access to them, or banning them will reduce their use and have a positive effect without unintended consequences. They could not be more wrong. High taxes, restricting access or banning products end up having a very negative effect on public health.



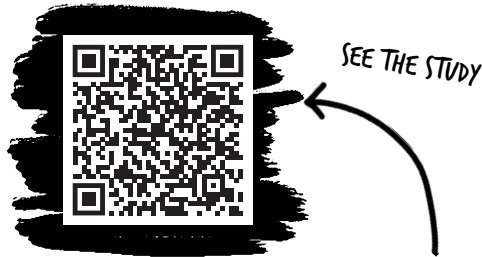
Higher taxes on vape products may actually reduce consumption of legal products, but they do not improve public health. As an unintended consequence, vapers return to tobacco or go to the black market, where products do not meet quality and safety requirements.

**Several studies** have shown that tax increases in both Europe and the U.S. have reduced legal sales of e-cigarettes, but this in no way means that public health has improved.



SEE THE STUDY





**A flavor ban in San Francisco** resulted in an increase in teen smoking rates for the first time in decades, while a flavor ban in Massachusetts resulted in higher cigarette sales.

Evidence shows that increasing taxes on vape products increases cigarette consumption and black-market purchases of vape products, especially among young adults.

To improve public health, experts recommend that taxes should be risk-based, meaning that less harmful products (such as vaping) should be taxed much lower than cigarettes to incentivize smokers to switch.

MYTH 10

THERE IS NOT  
ENOUGH EVIDENCE ON  
VAPING

**MYTH**



DON'T BE FOOLED: MORE THAN  
2,000 STUDIES SUPPORT VAPING



Despite false accusations about the risks of vaping, there is actually a great amount of scientific evidence indicating that vaping is vastly less harmful than smoking. More than 100 government and health organizations have concluded that vaping is far less harmful than smoking based on basic scientific principles.



SEE THE STUDY



According to **the Royal College of Physicians**, the long-term risk of vaping is probably no more than 5% of the risk of smoking. Vaping has been studied extensively for more than 15 years, looking at the chemicals present in vapor and in consumers' bodies.

**Studies** show that, compared to smoking, vaping produces very low amounts of harmful chemicals and smokers who switch to vaping have significantly lower levels of toxic chemicals in their bodies. As a result, the estimated risk of cancer caused by vaping is less than 0.5%.



Switching from smoking to vaping has also been shown to improve various aspects of the health of ex-smokers with diseases such as asthma, COPD and, in general, has produced benefits for lung function and cardiovascular health. Reports of serious adverse effects from vaping are rare and are often linked to illicit market products, the user's prior medical history of diseases or the use of other substances.

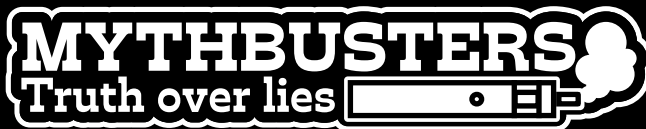


SEE THE STUDY



**Sweden is a good example:** despite the widespread use of alternative nicotine products, with consumption similar to other European Union countries, the incidence of cancer in the country is 41% lower than in other countries. As a result, cancer-related deaths are 38% lower and tobacco-related deaths are also almost 40% lower. This example shows that smokeless nicotine products can significantly improve public health and that nicotine is not the substance that causes cancer.

In conclusion, while the long-term risks of using e-cigarettes are not yet fully understood, the available evidence indicates that vaping is significantly less harmful than smoking. In any situation, switching from smoking to vaping is always the best choice.



MYTHS AND LIES ABOUT VAPING



# TRUTH OVER LIES

- 1 VAPING WILL ALWAYS BE BETTER THAN SMOKING
- 2 VAPING IS THE BEST HELP TO QUIT SMOKING
- 3 NICOTINE DOES NOT CAUSE CANCER, COMBUSTION IS THE PROBLEM
- 4 - HARM + LIFE: VAPING REDUCES THE CHANCE OF ILLNESSES
- 5 VAPOR ≠ SMOKE: VAPOR IS NOT THE RESULT OF COMBUSTION
- 7 VAPING IS NOT THE GATEWAY, IT IS THE EXIT OUT OF SMOKING
- 8 VAPING IS NOT FOR MINORS, BUT IT IS A RIGHT FOR ADULT SMOKERS
- 9 BANNING VAPING HURTS PUBLIC HEALTH, LET'S REGULATE IT!
- 10 MORE THAN 2000 STUDIES SUPPORT VAPING. DON'T BE FOOLED

