**ENDNOTES**


6. Ibid.


---

The Baker Institute Report “Vaping: Clearing the Air,” written by Katharine Neill Harris, Ph.D., and William Martin, Ph.D., examines recent trends in vaping, research on its effectiveness for smoking cessation, the role of industry marketing, and policy responses to increased use.


20. Ibid.


31. Hajek et al., “A Randomized Trial of E-Cigarettes versus Nicotine–Replacement Therapy.”


38. NASEM, *Public Health Consequences of E-Cigarettes*.


40. Mirbolouk et al., “Prevalence and Distribution of E-Cigarette Use Among U.S. Adults.”

41. Dai and Levanthal, “Prevalence of E-Cigarette Use Among Adults in the United States.”

42. Mirbolouk et al., “Prevalence and Distribution of E-Cigarette Use Among U.S. Adults.”

43. Young adults are less likely to list smoking cessation as a motivating factor for initiating e-cig use, and evidence suggests that younger smokers who use e-cigs and do not quit may transition to heavier tobacco use. See Mark Olfson et al., “E-Cigarette Use Among Young Adults in the U.S.”


45. Rodu and Plurphanswat, “Quit Methods Used by American Smokers”; and Park et al., “Characteristics of Adults Who Switched from Cigarettes Smoking to E–Cigarettes.”

46. Mirbolouk et al., “Prevalence and Distribution of E-Cigarette Use Among U.S. Adults.”

47. Mirbolouk et al., “Prevalence and Distribution of E-Cigarette Use Among U.S. Adults”; Piper et al., “Changes in Use Patterns Over 1 Year Among Smokers and Dual Users.”


49. For the 1998 tobacco settlement, see [https://en.wikipedia.org/wiki/Tobacco_Master_Settlement_Agreement](https://en.wikipedia.org/wiki/Tobacco_Master_Settlement_Agreement). Note: We have been unable to find any updates to these astonishing six-year-old numbers.


52. Ibid.


57. Ibid.

58. For a sample of JUUL ads, search “Juul ads 2015” on Google.


61. Juul as school mascot, see Creswell and Kaplan, “How Juul Hooked a Generation.”

62. Annice E. Kim et al., “Estimated Ages of JUUL Twitter Followers, JAMA Pediatrics 173, no. 7 (2019):690–692, doi:10.1001/jamapediatrics.2019.0922. Note: JUUL claimed that “back-end data” showed that only 3.9% of its users were underage. Asked in direct personal conversation about this claim, Dr. Annice Kim, lead author of the JAMA Pediatrics article, noted that companies are able to claim that such “back-end data” exist, whether gathered by the companies themselves or by a third-party service, without sharing their methods to explain their claims. “We can say our data are better than theirs,” she said, “but let them show us how they got those figures.”


65. “If I had known it had nicotine ...” see Creswell and Kaplan, “How Juul Hooked a Generation.”


70. JUUL pledges to limit appeal to youth, see Creswell and Kaplan, “How Juul Hooked a Generation.”


80. Jacob Sullum, Mark Slis testimony, https://www.youtube.com/watch?v=QgfvCpMKCO.


82. Abrams et al., “Harm Minimization and Tobacco Control.”


88. King et al., “Polytobacco Use Among a Nationally Representative Sample of Adolescent and Young Adult E-Cigarette Users.”