

## KEY COMMUNICATION MESSAGES

1. E-cigarette use among youth and young adults is an emerging public health threat.
2. Use of products containing nicotine in any form among young people, including in e-cigarettes, is unsafe.
3. Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning.
4. Secondhand e-cigarette aerosol that is exhaled into the air by users is not harmless. It can contain harmful and potentially harmful chemicals.
5. This report calls on the e-cigarette industry to stop advertising and marketing practices that glamorize e-cigarette use among youth and young adults.
6. This report urges precautionary actions to *prevent* harm, rather than waiting for harm to occur before taking action.
7. Our children are not an experiment. We already know enough about the health risks of e-cigarette use among youth to take action.
8. This report and our new website, [E-cigarettes.Surgeongeneral.gov](http://E-cigarettes.Surgeongeneral.gov), gives parents and others who care about young people the facts about why it's not ok for youth and young adults to use e-cigarettes or nicotine.
9. This report is a call to action for everyone to work together to prevent harms from e-cigarette use and secondhand aerosol exposure among youth and young adults.