

NOT AN EXPERIMENT

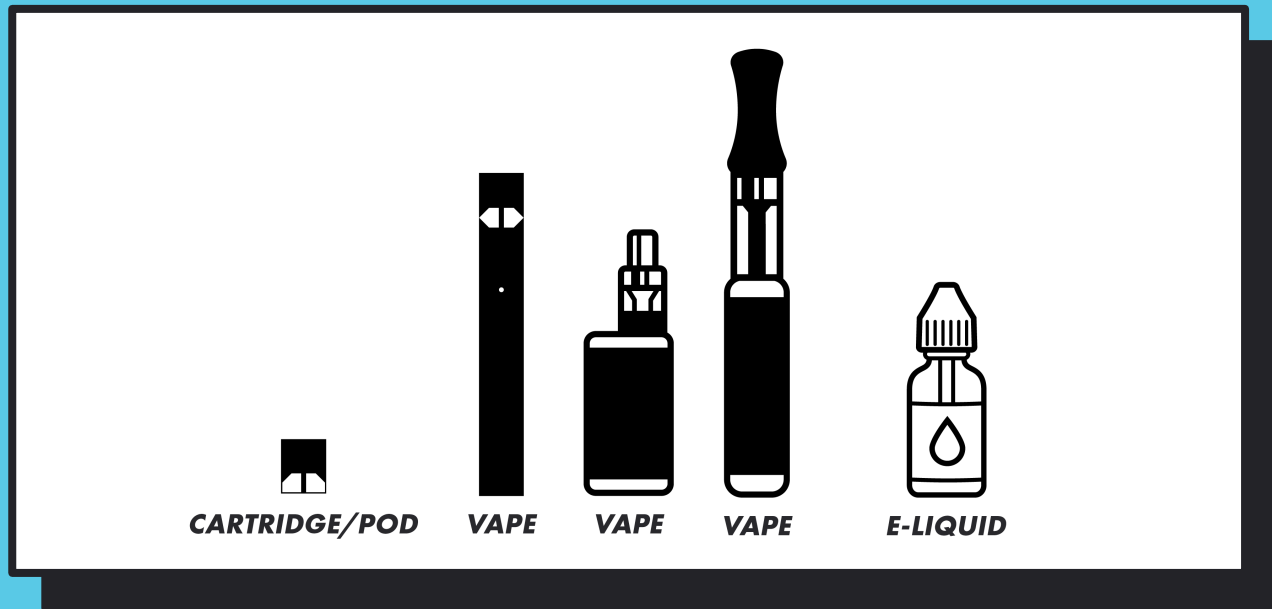
CAUTION!

The long-term effects of vaping are still unknown.
Today's vapers are tomorrow's test subjects.

DON'T BE AN EXPERIMENT.



ELECTRONIC CIGARETTES/E-CIGARETTES, VAPES



NOT AN EXPERIMENT

BY THE NUMBERS

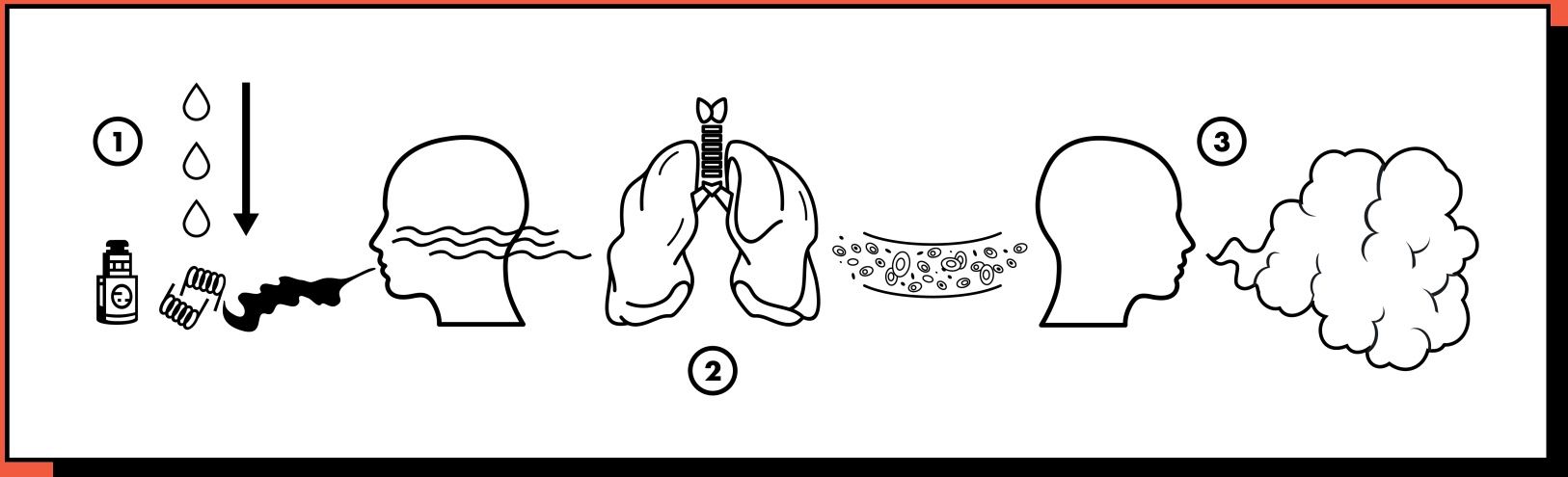


74% INCREASE IN
YOUTH VAPING

NOT AN EXPERIMENT

VAPING

FROM LIQUID TO AEROSOL



1

THE LIQUID IN THE
VAPE IS HEATED INTO
AN AEROSOL.

2

THE AEROSOL IS
INHALED INTO THE
LUNGS AND GETS
ABSORBED INTO THE
BLOODSTREAM.

3

THE REMAINING
AEROSOL IS
EXHALED.

NOT AN EXPERIMENT



USER BEWARE

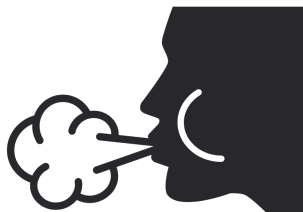
WHAT'S IN E-LIQUID? IS IT SAFE?

1



**VEGETABLE
GLYCERIN (VG)**

2



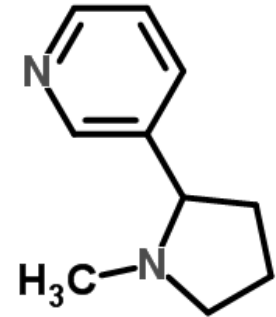
**PROPYLENE
GLYCOL (PG)**

3



**CHEMICAL
FLAVOURINGS**

4

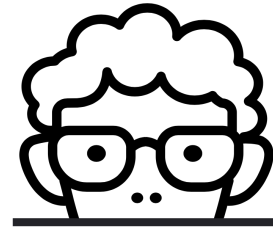
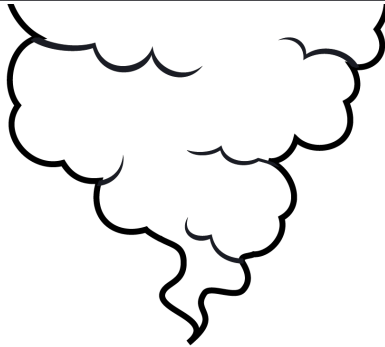
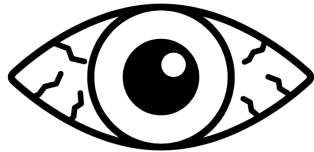
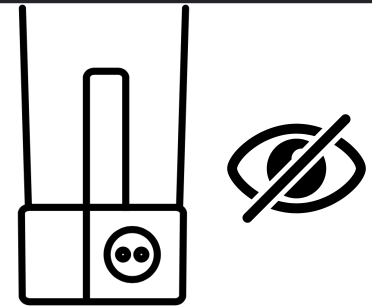
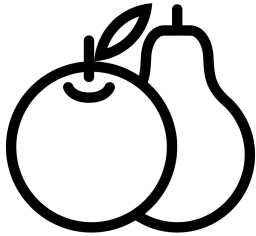


NICOTINE

**HINT: WHAT'S OK FOR
YOUR STOMACH IS
NOT NECESSARILY OK
FOR YOUR LUNGS.**

NOT AN EXPERIMENT

SIGNS OF VAPING



ARE YOU AN EXPERIMENT?

ISN'T VAPING SAFER
THAN SMOKING?



The long-term effects of vaping are still unknown.

***DON'T TREAT YOUR HEALTH
LIKE AN EXPERIMENT.***

NotAnExperiment.ca

YOUTH AND NICOTINE ADDICTION



NOT AN EXPERIMENT

NICOTINE



IS POISON

NOT AN EXPERIMENT

THE INDUSTRY: ARE YOUTH A TARGET?



CANDY AND FRUIT FLAVOURING



NOT AN EXPERIMENT

VAPING LAWS: USE AT SCHOOL & YOUTH SUPPLY



\$305

FOR VAPING ON
SCHOOL PROPERTY,
24/7

\$490

FOR SUPPLYING A VAPE
TO ANYONE UNDER 19
(EVEN A FRIEND)

NOT AN EXPERIMENT

TAKE ACTION + LEARN MORE



LEARN MORE: Visit [NotAnExperiment.ca](https://www.notanexperiment.ca) and [Consider the Consequences](#) to learn more about the potential risks of vaping.



TALK IT OUT: Debate vaping-related issues with your group. For example, should the industry continue to be allowed to promote these products with giant billboards? Should it continue to be legal for e-liquid to be sold in candy and fruit flavours that are known to appeal to youth?



SPREAD THE WORD: Hang posters. Do a locker blast. Read announcements. Share videos. Make your own or visit [Downloads](#) for print-ready resources.



TAKE ACTION: Sign a pledge on your own or with a group committing to stay smoke and vape free ([pledge templates available here](#)).