

SESSION 6: INDUSTRY TACTICS

ADVERTISING IS HOW BIG VAPE GETS YOU INTERESTED IN THEIR PRODUCTS,
FLAVORING AND PEER INFLUENCE MAKES YOU TRY THEIR PRODUCTS,
NICOTINE MAKES YOU KEEP COMING BACK FOR MORE.

WHAT BIG VAPE DOESN'T WANT YOU TO KNOW...

1. BIG TOBACCO OWNS MANY E-CIGARETTE COMPANIES. BIG TOBACCO = BIG VAPE.
2. IN 2019, BIG TOBACCO SPENT \$22.5 MILLION DOLLARS EACH DAY ON ADVERTISING.
3. BIG VAPE AND BIG TOBACCO ARE TARGETING ADOLESCENTS AND YOUNG ADULTS TO SWITCH TO OR PICK UP VAPING.
4. IN 2018, THE TOP 25 E-CIG MANUFACTURERS BROUGHT IN \$2.5 BILLION IN SALES.
5. VAPING FOR 10 YEARS CAN COST YOU \$10,000 TO \$15,000.