

# E-CIGARETTES AND CARDIOVASCULAR HEALTH



## WHAT ARE E-CIGARETTES?

Electronic nicotine delivery systems (ENDS), such as **electronic cigarettes** or **e-cigarettes**, are electronic devices that simulate tobacco smoking.



E-cigarettes deliver nicotine by heating and vaporising a solution, known as **e-liquid**, into an aerosol. Instead of smoke, the user inhales vapor. For this reason, using an e-cigarette is often called **vaping**.



**E-CIGARETTES ARE AN INCREASINGLY POPULAR ALTERNATIVE TO CONVENTIONAL CIGARETTES**

## E-CIGARETTE MARKET

Sold in

**102**

countries



USD

**11.26**  
BILLION  
in 2018



Projected to reach USD

**26.84**  
BILLION  
by 2023



### A HEALTHIER ALTERNATIVE?

Aggressive marketing strategies and misleading claims by manufacturers have largely contributed to the belief that e-cigarettes are harmless or less harmful than conventional cigarettes **BUT**

**STUDIES HAVE CONFIRMED THAT E-CIGARETTES ARE FAR FROM HARMLESS**

E-liquids and e-cigarette aerosols contain toxic substances that are commonly found in conventional cigarette emissions



These components could have similar adverse effects on the cardiovascular system to those caused by cigarettes



E-cigarettes should not be considered safe until proven otherwise by independent scientific research

## E-CIGARETTES FOR SMOKING CESSATION



Electronic cigarettes are regularly advertised as smoking cessation aids **HOWEVER** research has found that vaping does not help people quit smoking.

Most people who intend to use e-cigarettes to kick their nicotine habit end up continuing to smoke both traditional and e-cigarettes, which may incur increased risks.

**NICOTINE IS A TOXIC, HIGHLY ADDICTIVE SUBSTANCE CONTAINED IN BOTH ELECTRONIC AND REGULAR TOBACCO CIGARETTES**

**NICOTINE CAN CAUSE:**

↑ INCREASED HEART RATE

↑ RAISED BLOOD PRESSURE

↑ ADRENALINE SPIKES

↑ INCREASED RISK OF HEART ATTACK

Nicotine has been proven to be as addictive as cocaine and heroin



Many e-cigarette users develop nicotine dependence



Nicotine can be especially dangerous for children, teens & pregnant women



## HOW DOES VAPING AFFECT THE HEART?

Studies have linked e-cigarettes with an increased risk of cardiovascular disease

↑ INCREASED HEART RATE & BLOOD PRESSURE

↑ IRREGULAR HEARTBEAT

↑ VASCULAR PROBLEMS

↑ POSSIBLE INCREASED RISK OF BLOOD CLOTS

↑ INCREASED RISK OF HEART ATTACK



E-cigarette users are

**NEARLY  
2X MORE  
LIKELY**

to have a heart attack than non-smokers

## E-CIGARETTES AND YOUNG PEOPLE

E-cigarette manufacturers are **aggressively** targeting teenagers



**Influencers**



**Sponsorships**



**Social media campaigns**



**E-cigarette flavours**

Fruit, dessert, candy, etc.



E-cigarette users, especially teenagers, are

**MORE LIKELY TO START  
SMOKING TOBACCO  
CIGARETTES.**

## RECOMMENDATIONS



Prohibit the sale and distribution of e-cigarettes to minors



Ban the use of flavouring agents, especially those that appeal to minors



Conduct more research regarding the long-term effects of e-cigarettes on cardiovascular health



Apply excise taxes on e-cigarettes



Prohibit marketing, advertising, and misleading claims regarding e-cigarettes



Prohibit the use of e-cigarettes anywhere tobacco cigarettes have been banned