

E-CIGARETTES AND CARDIOVASCULAR HEALT

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.

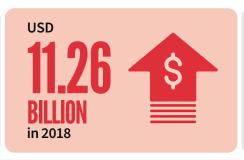


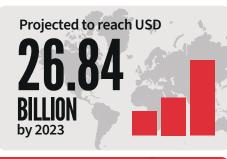
E-CIGARETTES ARE AN INCREASINGLY POPULAR ALTERNATIVE TO CONVENTIONAL CIGARETTES

E-CIGARETTE MARKET









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:









been proven to be as addictive as cocaine and heroin

Nicotine has



users develop nicotine dependence

Many e-cigarette



especially dangerous for children, teens & pregnant women

Nicotine can be



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



POSSIBLE INCREASED RISK OF BLOOD CLOTS

VASCULAR PROBLEMS



INCREASED RISK OF HEART ATTACK

E-cigarette users are **NEARLY** MORE to have a heart attack than non-smokers

E-CIGARETTES AND YOUNG PEOPLE

Influencers

E-cigarette manufacturers are aggressively targeting teenagers



Sponsorships Social media campaigns



Fruit, dessert, candy, etc.

E-cigarette flavours



MORE LIKELY TO START SMOKING TOBACCO CIGARETTES.

especially teenagers, are

E-cigarette users,

RECOMMENDATIONS







Prohibit the sale and





misleading claims

regarding e-cigarettes

Ban the use of flavouring



Conduct more research regarding the long-term



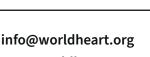
e-cigarettes

WORLD

FEDERATION

Apply excise taxes on







e-cigarettes anywhere

Prohibit the use of

f World Heart Federation

