

Teen Vaping

Clear Minds. Healthy Futures.

By: Rupinder Saundh, Ian Lim, Ibrahim Diallo



Our logo created by one of our creative minds, Ian

Who We Are

- Youth-led public health initiative
- Based in New York City high schools & colleges
- **Our mission is to empower teens to resist vaping through education, storytelling, and action.**
- Have different chapters in schools to spread awareness.



Meet our Team:



Baldeo, A (2025) The Team [Photograph].

Ibrahim Diallo **Rupinder Saundh** **Ian Lim**
Co-Founder & Co-CEO Co-Founder & Co-CEO Co-Founder & Co-CEO

Our Story — Why We Started Clear Health NYC

“I’ve been buying vapes since freshman year. No one ever checks.”

We saw our friends get hooked in bathrooms and corner stores.

And we saw nothing being done about it.

So we started Clear Health NYC—to expose the truth about vapes, share real stories, and stop the next teen from falling into the trap.

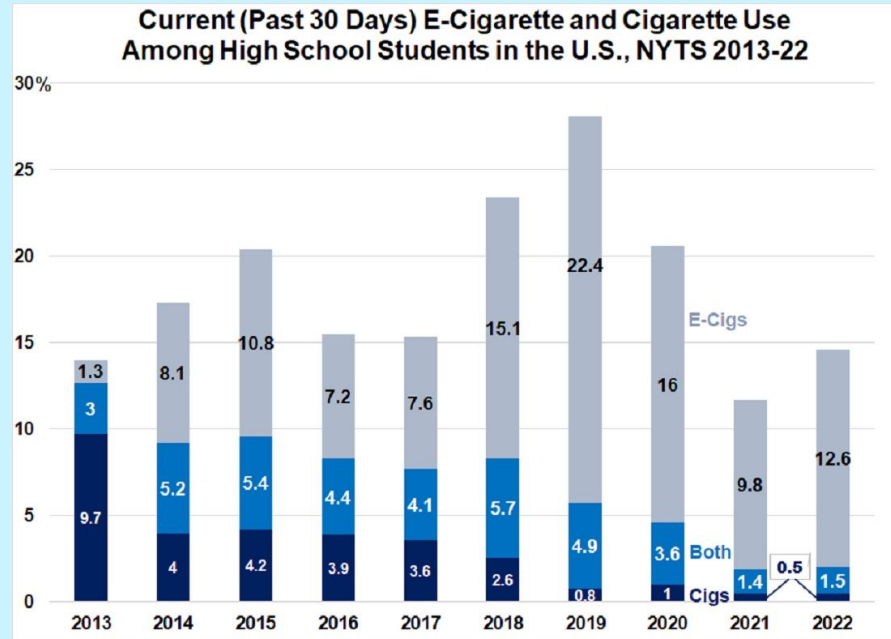


Sumaarts. (2024). Vape Shops Near Me Open Now: Find a Vape & Smoke Shop. Cilicon.

<https://www.ciliconplus.com/vape-shops-near-me-open-now.aspx>

The Scope of the Problem

- 428,000 teens vape daily in the U.S. (CDC, 2024).
- 22.4% of high schoolers report current e-cigarette use (CDC, 2024).
- Vape flavors are marketed in ways that target teens.
- Most flavored vapes are illegal, unapproved, and dangerously addictive.



Centers for Disease Control and Prevention. (2024). E-Cigarette Use Among Youth. <https://rodutobaccotruth.blogspot.com/2023/02/high-school-vaping-up-slightly-in-2022.html>

Our Infographic

- 1 in 4 teen e-cig users vape daily.
- Nicotine strength has tripled since 2017.
- Most popular brands are not FDA-authorized = illegally on market
- E-cigarettes contain lead, formaldehyde, and other toxins.

TEEN VAPING



More than **1 in 4** (26.3%) of current teen e-cigarette users **use an e-cigarette product daily** (FDA).

Between 2017 and 2024, e-cigarettes nearly (Truth Initiative):

- **Tripled in nicotine strength**
- **Quintupled in e-liquid capacity**
- **Dropped in price by nearly 70%**



E-cigarette aerosols contain harmful substances such as (CDC, NIH):

- Nicotine
- Nickel, Lead
- Formaldehyde
- Acetaldehyde
- Other carcinogens



There are **more than 460 e-cigarette brands and 7700 e-liquid flavors** on the market (CDC).

4 out of the top 5 brands (Elf Bar, Mr. Fog, Breeze, & JUUL) **have not received pre-market authorization from the FDA and are on the market illegally, yet remain popular among teens** (Truth Initiative).

Serious health effects of vaping as a teen include (CDC, NIH):

- Nicotine addiction and dependence
- Impaired lung development and increased risk of chronic lung disease
- Impaired brain development
- Increased risk of cancer
- Increased risk of heart attacks
- Cognitive impairments, affecting memory, learning, attention, and impulse control

Your health and well-being begins with self-care - say **NO X to vaping**

References

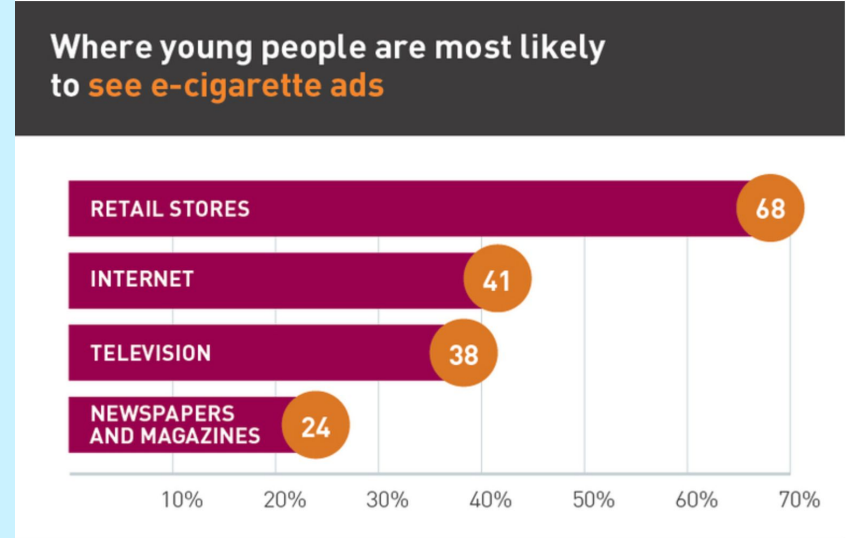
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- Jones, K., & Salzman, G. A. (2020). The Vaping Epidemic in Adolescents. *Missouri medicine*, 117(1), 56–58.
- Noël, A., Verret, C. M., Hasan, F., Lomnicki, S., Morse, J., Robichaud, A., & Penn, A. L. (2018). Generation of Electronic Cigarette Aerosol by a Third-Generation Machine-Vaping Device: Application to Toxicological Studies. *Journal of visualized experiments : JoVE*, (138), 58095. <https://doi.org/10.3791/58095>
- Truth Initiative. (2024). E-cigarettes: Facts, stats and regulations. <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>
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- Wang, T. W., Coats, E. M., Gammon, D. G., Loomis, B. R., Kulper, N. M., Rogers, T., & King, B. A. (2018). National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012–2016. *Preventing Chronic Disease*, 15, E99–E99. <https://doi.org/10.5888/pcd15.170555>

Blog Series – Telling the Truth

- Flavored Vapes = Teen Magnet
- Popular vapes are very accessible despite not being FDA-authorized (only 34 e-cigarette products FDA approved), and are sold across NYC.

If vapes are not FDA-approved, how are they still sold?

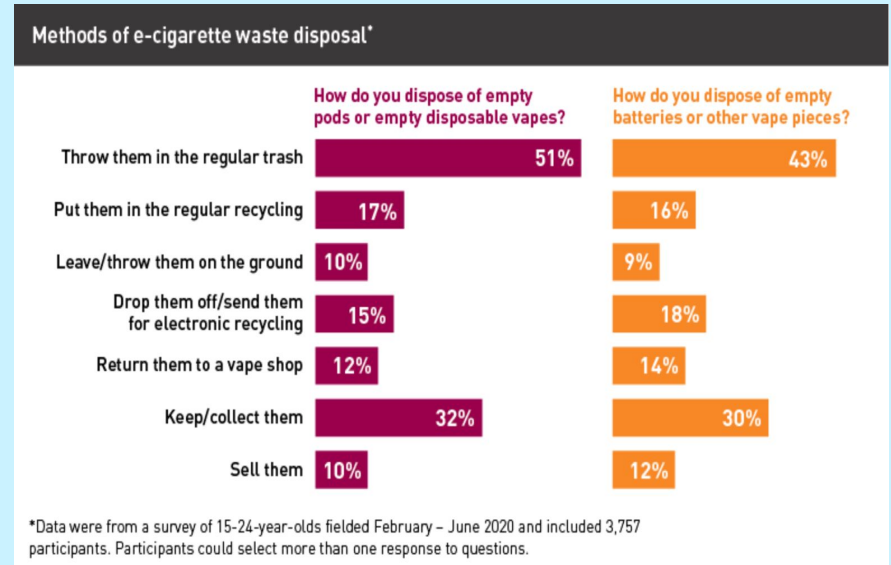
1. FDA can't keep up with scale and adaptability of market.
2. Huge \$\$\$ industry
3. Widespread consumer confusion



A graph showcasing percentages of how often young people see e-cigarette ads. Truth Initiative. (2023). E-cigarettes: Facts, stats and regulations. <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>

Blog Series — Telling the Truth

- Teen vaping isn't just a health issue—it's fueling an environmental crisis through toxic, non-recyclable waste.
- Improper disposal of vapes = the norm
 - 4.5 vapes improperly trashed per second, with enough yearly waste to cover 7000 miles.
- Made of non-biodegradable plastics, contain hazardous chemicals, and include lithium-ion batteries.
 - Contaminate water sources and soil
 - Poison aquatic life
 - Pollute air

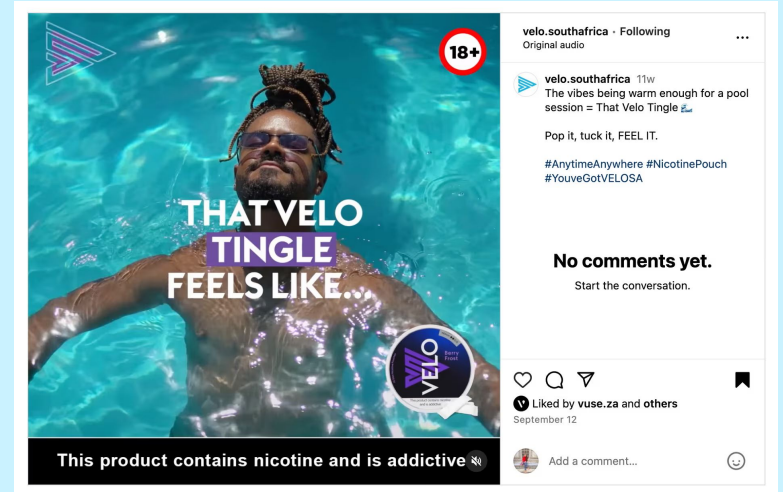


A graph showcasing the percentages of how empty vapes are disposed of. Truth Initiative. (2021). The toxic plastic problem: E-cigarette waste and the environment.

<https://truthinitiative.org/research-resources/harmful-effects-tobacco/toxic-plastic-problem-e-cigarette-waste-and-environment>

Blog Series — Telling the Truth

- Vapes made to target you, not help you.
 - Flavors = Bait
 - Ads are made for you: Bright colors, influencers, and social media tricks make vaping look fun and low-risk. Does not show the anxiety, coughing, or brain fog, just the cloud tricks and “cool” aesthetic.
 - Social media = Glamorization
 - Lax enforcement
 - Confusing packaging



The image provided shows Velo advertising vapes on Instagram. Marsh, S. (2023). Millions of young people exposed to vape posts online, charity says. The Guardian.

<https://www.theguardian.com/society/2023/dec/08/millions-of-young-people-exposed-to-vape-posts-online-charity-says>

Blog Series — Telling the Truth

- Many teens say they didn't mean to get addicted, but once they started, it was hard to stop.
- Contains nicotine
 - Affects memory, attention, and impulse control—especially in teens.
 - “Rewires” the brain
- Addiction is fast as just a few puffs and can trigger a need to want more, eventually getting to the point where most teens keep vaping just to feel “normal.”
- Over 80% of youth who've tried tobacco started with flavored products (FDA).

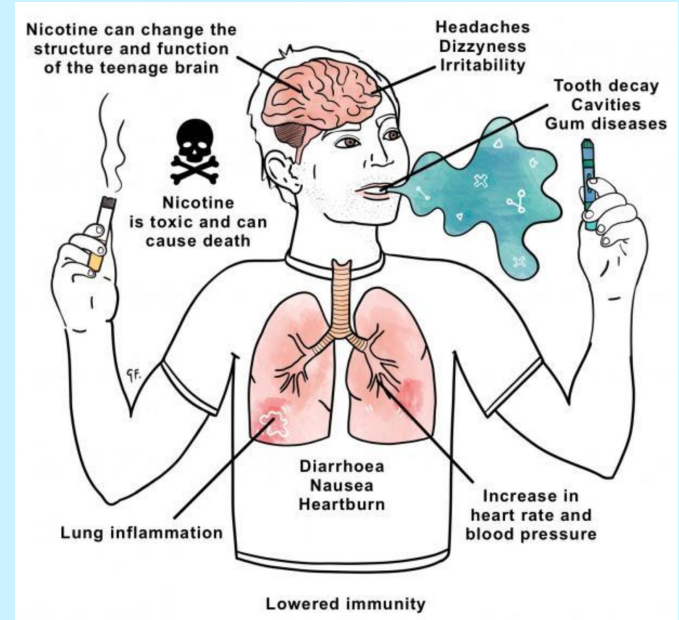


Image of the effects of vaping on teens.
Walnut High School. (n.d.). Stop teen vaping!.
https://www.walnuths.net/apps/pages/index.jsp?uREC_ID=59041&type=d&pREC_ID=2149354

Our Press Release

- Campaign launched January 2025
- Focus: School outreach, parent awareness, quitting resources
- Real stories and student pledges drive the message
- Partnering with schools and public health agencies



Scan This To See Our Press Release



Our Future Action Plan

- Hosting school presentations & peer-led workshops
- Promoting a “Vape-Free Future” student pledge
 - Expanding our blog and social media reach
 - Calling for stricter retail enforcement
- Sharing support resources for those trying to quit
- Getting more club chapters throughout schools in order to raise awareness

What You Can Do To Help

- Contact administration in your schools and districts to take it more seriously
- Join our organization and volunteer to help spread the word
 - Post on social media
- Follow our social media on all platforms @ClearHealthNYC

Our Website!



Come Here To See Our Website!

References

- Baldeo, A (2025) The Team [Photograph].
- Centers for Disease Control and Prevention. (2024). E-Cigarette Use Among Youth.
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Thanks for listening!

**Are there any
questions?**

