As vape pen popularity continues to grow, the ‘pen’ types are ever evolving. A newer vape pen (or a pen that delivers nicotine) known as the JUUL (pronounced “Jewel”) has gained a lot of popularity. The nicotine pods that load into this pen are sweet smelling and come in flavors such as Mango, Cool Mint and Crème Brulee (see photo to the right). You can purchase just the pen, or the pod, or all the items together in a “starter pack”.

The JUUL vape has continued to receive high levels of attention through media outlets and on social media. The Juul has become so popular; it now has its own lingo. Using a JUUL is simply referred to as “Juuling”. A JUUL can also be known as a “nic-stick”.

Why is the JUUL so popular?
The JUUL has a name that separates it from other vape pens as it is not known as a vape but it is known as a JUUL. The JUUL can be carried and sometimes even displayed “in plain sight” without anyone suspecting it is a vape pen. The JUUL is small and rectangular in design. It is discrete and wouldn’t stand out in your hand or in a backpack among other items. While being charged, the JUUL looks like a USB (bottom left) so those who are not familiar, or those who are familiar with the pen, would not realize that a vape was being charged in front of them. This creates an easier environment for it to be charged at school or even at home in the presence of parents.

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Basic Street Level Info:

To understand the Juul, it is important to know some basic information about the device. I have found JUUL vape pens sold in convenience stores; smoke shops and other retail establishments. In some convenience stores, I have seen the “traditional” tobacco on the back wall and the Juul vape pods sitting at the counter top...inches from my reach (see bottom right).

The Juul is a small sleek three-part system that consists of a charging port, the vape pen and a vape pod. The charging port has a USB attachment so it can be charged in a laptop, and the pen itself sits on the charging port and finally the nicotine pod (which is a separate piece) lodges into the top of the vape pen. When all three pieces of the device are put together it looks very similar to a USB drive (see photo from page #1)...especially when placed into a laptop for charging.

You can purchase colored skins online with designs that can be wrapped on the JUUL to add a different look.

The JUUL Vape Pods:
The nicotine (sometimes flavored) for the Juul is distributed via a “pod”. Each pod is said to be equal to a pack of cigarettes or about 200 puffs. As mentioned earlier, some of the pod flavors include Crème Brulee, Mango and Virginia Tobacco.

The Juul is activated when someone takes a drag from the top of the device (pod). There is not an on / off switch for the Juul vape pen - making it quick and easy to take a drag from the device. The fruity taste and lack of lingering odor seem to also be popular among users.

Created by: Officer Jermaine Galloway