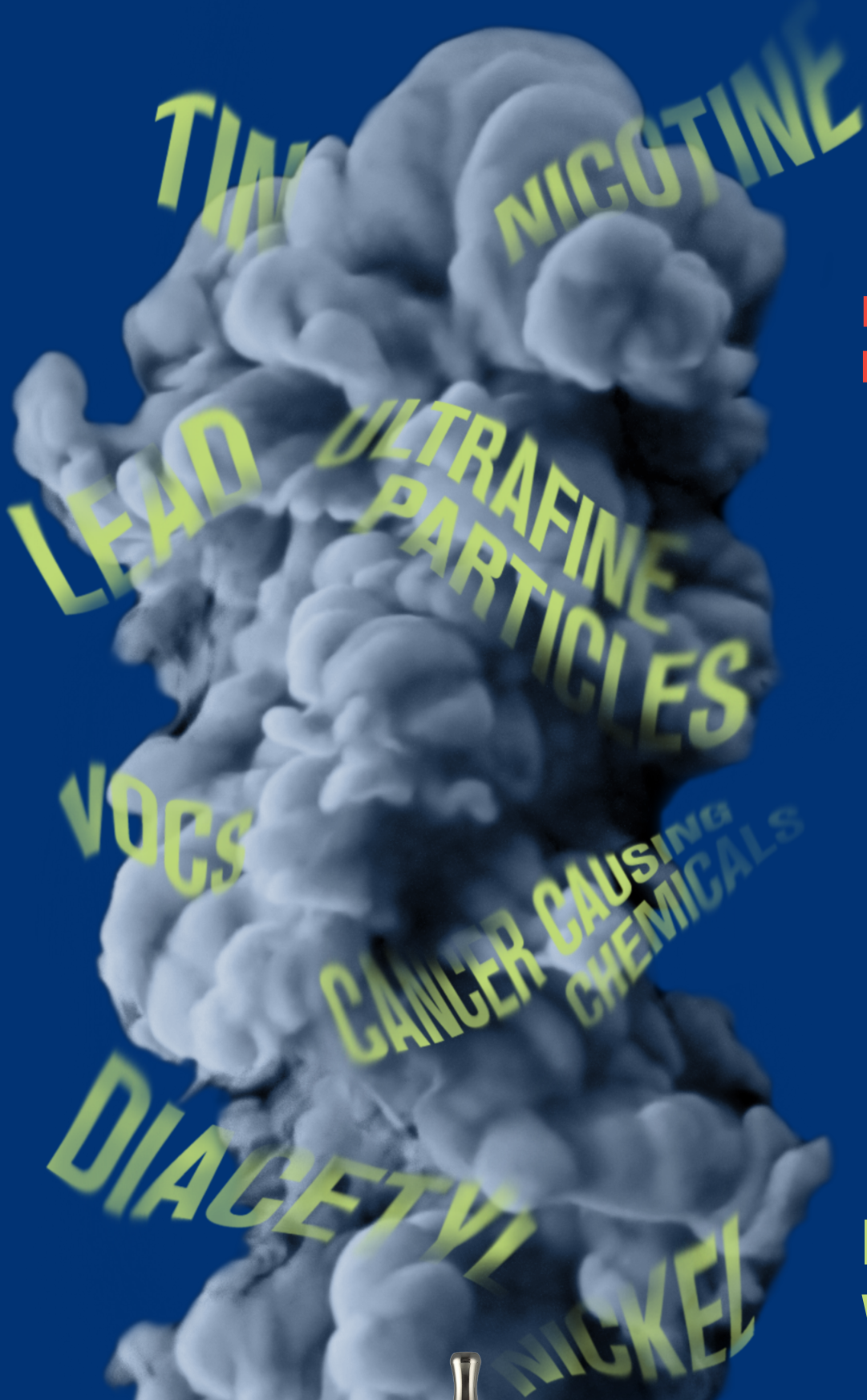


WHAT'S IN THE CLOUD?



E-cigarette aerosol can contain harmful substances, including:

- Nicotine
- Ultrafine particles that can be inhaled deep into the lungs
- Flavoring such as diacetyl, a chemical linked to a serious lung disease
- Volatile organic compounds (VOCs)
- Cancer-causing chemicals
- Heavy metals such as nickel, tin and lead¹

IT'S **NOT** HARMLESS
WATER VAPOR.



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1. E-cigarettes produce an aerosol by heating a liquid that usually contains nicotine—the addictive drug in regular cigarettes, cigars, and other tobacco products—flavorings, and other chemicals that help to make the aerosol. Users inhale this aerosol into their lungs. Bystanders can also breathe in this aerosol when the user exhales into the air.