



Cited scripts with corresponding Shareables

In two minutes, those that view a Key Concepts video quickly the truth about vaping. This video series is based on our Basic Vaping Information section on our website, VAEP.info and can be found on our website video gallery as well as Rumble and YouTube under @VAEPinfo.

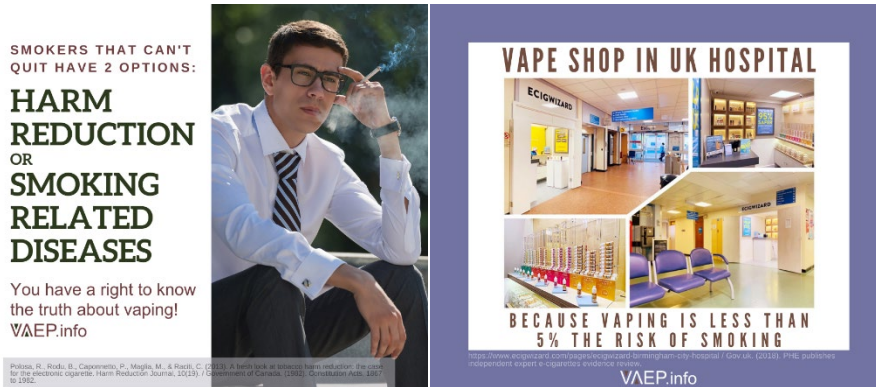
- Colourful motion graphics and animated typography engage viewers to visually illustrate concepts for easy learning.
- Succinct scripts teach the truth in two minutes to optimize information uptake and retention.
- Formatting circumvents cognitive dissonance so the viewer learns the truth about vaping before their incorrect beliefs can interrupt their learning.
- Fully cited scrips with links to references are provided for those that require a deeper level of knowledge.

Download our Key Concepts videos with captions (separate playlist) and upload them to your social media feeds and in comments. They will auto-play and draw people in to learn the truth about vaping. Make sure you link back to the video, playlist, channel or VAEP.info for further learning.

1: Smokers Have Two Options
2: Deadliest Form of Nicotine
3: Smoking Kills
4: Smoking is Everyone's Problem
5: How Smokers are Made
6: Think of the Children
7: Vaping to Quit Smoking
8: Why Vaping Works
9: Vaping to Quit Smoking
10: Why People Vape
11: Dying to Quit

12: Vaping and Youth Smoking
13: Youth Smoking uptake (CA)
13: Youth Smoking Uptake (US)
14: UK Loves Harm Reduction
15: What's Harm Reduction
16: Nine Worst Smoking Toxins
17: Ingredients Matter
18: Indoor Vaping
19: Helping Smokers Doesn't Harm Youth
20: Adults Like Flavours
21: Reduce Toxins, Improve Health

VAEP Key Concepts script 1: Smokers have 2 options



Smokers who can't quit really only have two options: smoking-related diseases or harm reduction.(1) Smoking-related diseases are caused from the thousands of chemicals found in cigarette smoke.(2) Harm reduction means to reduce the consequences of risky behaviours such as wearing a helmet when biking or using a condom during sex.(3) Did you know, if a smoker switches to vaping - they virtually eliminate all of the chemicals found in tobacco smoke that cause disease?(4) Yes, they still inhale nicotine but nicotine doesn't cause disease.(5)

Vaping has been studied since its invention in 2004 and since 2016, the United Kingdom has been successfully helping smokers quit by promoting vaping as an alternative.(6) Through ongoing review of the scientific data, the UK health experts such as the Royal College of Physicians and Public Health England have concluded that vaping is less than 5% the risk of smoking and an effective aid in breaking the addiction to cigarettes.(7,8)

Smokers in the UK aren't unique, so vaping can be used as harm reduction for every smoker in the world.

I'm Kellie Ann from Vaping Advocacy and Education Project, better known as VAEP. Our nonprofit reviews the science on vaping and makes it easy for everyone to understand.

Go to VAEP.info for vape info. <https://VAEP.info>

Kellie Ann is wearing our Sweetheart tee in Sport Grey <https://shop.vaep.info/?product=vaep-sweetheart-tee>

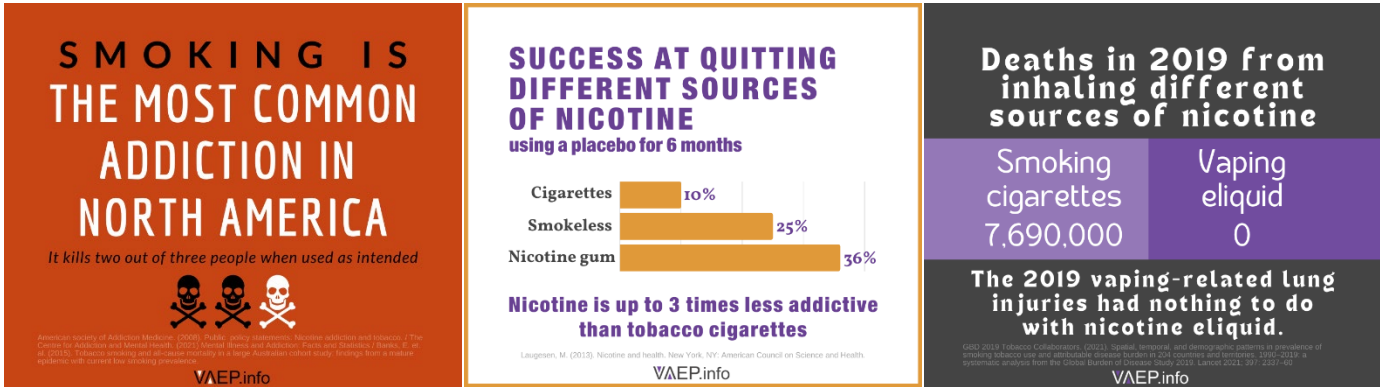
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KC script 2: Cigarettes are the deadliest form of nicotine



We all know that smoking is very bad for your health, right? In fact, it's the most preventable cause of disease and death.(1) Did you know that up to 600 chemicals are added to cigarettes and as little as 65% of a cigarette is actually tobacco?(2)

The harm from smoking is, in large part, due to the combustion. When a cigarette is burned, the smoke contains over 7,000 chemicals. We know that around 1500 of these chemicals cause disease and 69 of them have been proven to cause cancer.(3)

Scientists have been paid millions of dollars over decades to experiment with adding chemicals to tobacco to create the modern cigarette. Many of the chemicals in cigarettes enhance the delivery and effects of nicotine. Some are addictive in themselves.(4)

Are we to believe the fear-based narrative claiming that vaping is the epidemic?? An epidemic is a term used to describe a widespread disease that affects many people.(5) Yet globally, smoking kills 17,000 people every single day and over 200 million people suffer with chronic smoking-related diseases!(6)(7) After over 10 years of vaping being on the market, and over 82 million vapers in 2021(8), not a single death has been attributed to vaping nicotine eliquid. Smoking is the epidemic.

Vaping nicotine is 95% less harmful than smoking because it virtually eliminates the disease-causing chemicals found in cigarette smoke.(9)(10)

Since 2016, our nonprofit, Vaping Advocacy and Education Project, better known as VAEP, has been reviewing the scientific evidence on vaping and making it easy for people to understand.

Visit VAEPinfo for vape info. <https://VAEP.info>

Kellie Ann is wearing our Sweetheart tee in Sport Grey <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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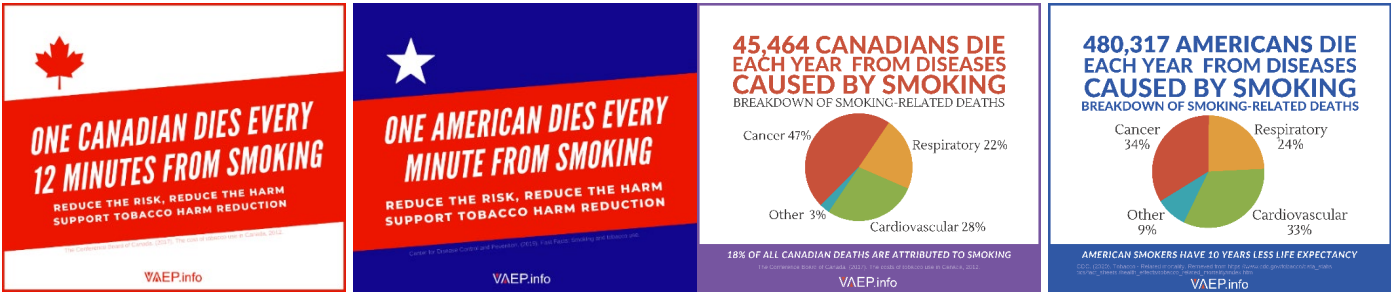
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VAEP Key Concepts script 3: Smoking kills



We've all heard that smoking kills, but did you know that one American dies every single minute from smoking? And long before they die, smokers suffer for years with horrible diseases(1). The toxins in cigarette smoke cause periodic illnesses and slowly deteriorates a smoker's health. It's almost certain these toxins will lead to cancer or cause chronic illness such as lung and heart disease(2). The chronically ill are reliant on pharmaceutical drugs, healthcare services and medical devices to continue basic functioning. Ongoing treatments are expensive, stress our health care systems, and destroy quality of life for the smoker and their family.(3)

Smokers aren't the only one who suffers. When breadwinners of a family become disabled, the medical costs and the loss of income decrease their ability to afford post-secondary education for their children, own a home and realize life dreams. Retirement with chronic disease can mean dragging around an oxygen tank, and a reduced ability to do the things worth living for, like golfing and playing with grandchildren.

Good thing that when a smoker switches to vaping, they virtually eliminate all of the disease-causing toxins found in cigarette smoke(4). Vaping doesn't cause smoking-related diseases.

Our nonprofit, Vaping Advocacy and Education Project, provides information about vaping that is based in the scientific evidence. Visit VAEP.info for vape info. <https://VAEP.info>

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VAEP Key Concepts script 4: Smoking is everyone's problem



Smoking costs tax payers far more than what's generated from taxes collected from tobacco sales.(1,2,3,4) That makes smoking everyone's problem.

The additional costs to our communities include long term disability, fire services, as well as increased healthcare costs such as ambulance, diagnostics, treatments and hospital care.(2) It is needless to say these costs are preventable if smokers could stop smoking.

Did you know that vaping is considered harm reduction?(5) If smokers switch to vaping they virtually eliminate the disease causing chemicals found in cigarette smoke.(6) Once they switch the chances of getting smoking-related diseases decreases(7) and the related tax burden also decreases. So, vaping is good for tax payers.

To learn more, visit our nonprofit at VAEP.info. By the way, if you like the shirt I'm wearing and would like to support vaping education visit our online shop, VAEPmail.com. Look good in one of our tees and if someone asks you about vaping just have them to scan our QR code, right here on the sleeve; and we'll take care of the rest. <https://VAEP.info>

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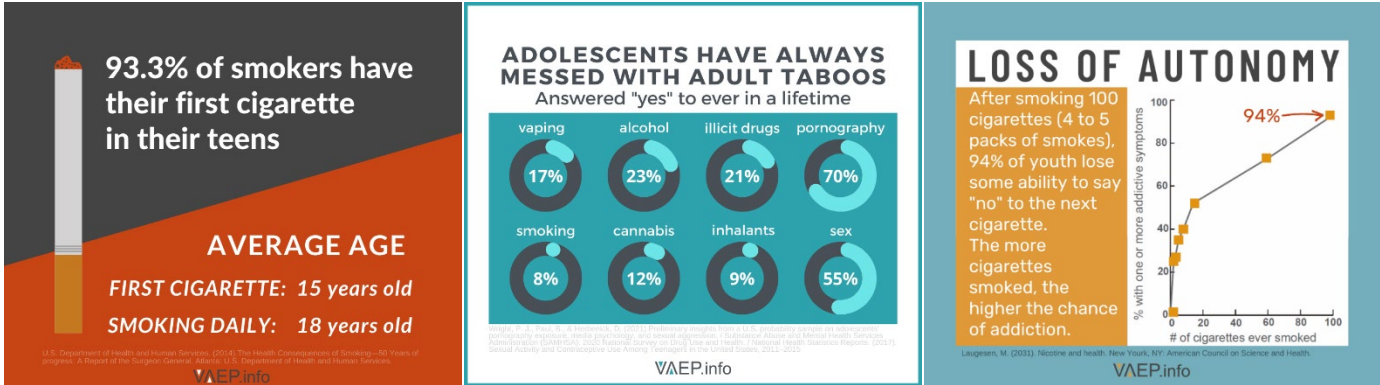
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VAEP Key Concepts script 5: How smokers are made



Have you ever wondered how someone starts a habit as bad as smoking? For starters, 93% of smokers start in their teens.(1) The tobacco industry relies on youth experimentation for their next generation of smokers and the pharmaceutical industry relies on smoking for future customers.

Normal adolescent social development involves high levels of risk taking, experimentation, and sensation seeking which means experimenting with adult taboos(2) such as smoking, vaping and alcohol.(3, 4)

Making a smoker is really just a numbers game. Youth become addicted to cigarettes because they inhale the smoke. Cigarette smoke is so addictive that after just 2 cigarettes, over 10% of youth have trouble saying 'no' to the next one. And after 100 cigarettes, just 4-5 packs, 94% of them have trouble saying 'no'.(5)

The good news is that vaping has interrupted this cycle, so almost an entire generation of would-be smokers won't get smoking-related diseases.(6) Yes, they are inhaling nicotine but nicotine doesn't cause disease.(7)

But here's the catch! Health authorities and agencies that receive funds from the pharmaceutical industry are working VERY hard to take vaping out of the equation by shutting down the vaping industry through flavour bans and taxation.(8,9) So, youth that will be experimenting with inhaling nicotine will be left with two choices: black market vapes that don't have safety standards; or the deadliest form of nicotine: smoking.

To learn more, go to VAEP.info. <https://VAEP.info>

Kellie Ann is wearing our Vintage Logo tee in black <https://shop.vaep.info/?product=vaep-vintage-tees>

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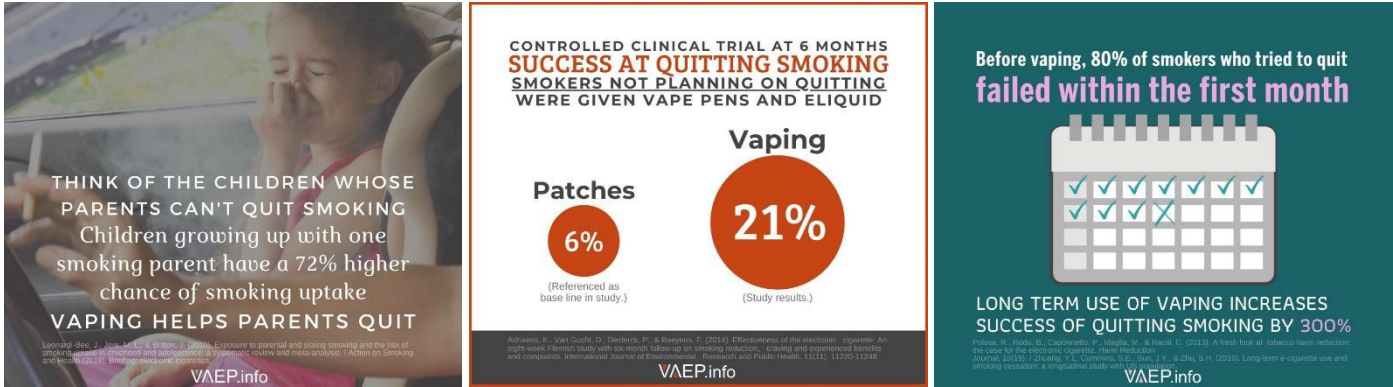
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VAEP Key Concepts script 6: Think of the children



Did you know that if a child has one parent that smokes, they have a 72% higher chance of becoming a smoker?(1) Parents' lifestyle choices influence what their children will experiment with during adolescence. It's a lead by example thing.(2) So, if parents quit smoking their children have a much lower chance of becoming smokers themselves.

So, do you think vaping can help parents quit smoking? Let's take a look at a couple studies.

In a controlled clinical trial back in 2014, a group of smokers who didn't want to quit were given a vape and some eliquid. 21% of the subjects in that study quit smoking. Whereas patches only achieve 6% success.(3) So, reflecting on this data, vaping triples the quit rate of patches. It's important to note that vapes today are even more effective because the technology has improved.(4)

You've probably heard that some smokers start vaping but still continue to smoke, this is called dual use. In another study, they followed those dual users over two years and compared their quit rate to smokers who didn't vape. Over those two years, a whopping 42% of them quit smoking compared to only 15% who didn't vape. The dual users had a 300% increase in quitting smoking!(5)

So, to prevent children from becoming smokers like their parents, maybe we should encourage their parents to visit their local vape shop.

For more information on vaping that's based in science, please visit VAEP.info. We even provide links to the studies we base our content on, so you can make sure our information is accurate. <https://VAEP.info>

Kellie Ann is wearing our Vintage V-neck purple tee <https://shop.vaep.info/?product=v-neck-purple-tee>

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VAEP Key Concepts script 7: Vaping to quit smoking



Everyone knows that smoking is hard to quit but does vaping help? Well, one survey of 104 vapers found that they failed 9 times at quitting with all the recommended ways such as patches and gum but then finally succeeded with vaping.(1) Currently, over 50% of smokers that quit did so with vaping.(2)

The reason vaping works is because it satisfies the nicotine dependence AND uniquely replaces the smoking behaviour.(3) Also, vaping offers thousands of flavours to help the smoker replace the taste of smoke with something better and trying new flavours keeps it interesting.(4) That is why it is more effective than sticking a patch to your arm or chewing gum.

The vaping industry is a result of smokers' demand for a safer alternative.(5) As of 2021, there are 82 million vapers worldwide.(6) That's a lot of smokers switching to a product that is less than 5% the risk of smoking.(7)

Since 2016, our nonprofit has been reviewing the science on vaping and making it easy for people to learn when they visit our website, VAEP.info. If you like the shirt I'm wearing, it comes in several colours, features our VAEP wings on the front and our QR code on the sleeve. So, when you wear our gear and if someone asks you about vaping just have them scan the code and we'll take care of the rest. Find this and much more on our online store at VAEPmail.com. <https://VAEP.info>

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VAEP Key Concepts script 8: Why vaping works



Did you know that nicotine isn't the only thing that keeps smokers addicted? The physical action of smoking plays a huge part.(1)

Just think about what a smoker does: they bring the cigarette to their mouth; they taste the smoke with the drag; then they have sensations in the throat and lungs on a big inhale; this is followed by a visible exhale as thousands of toxic chemicals hit their bloodstream. A pack-a-day smoker repeats this 240 times a day which is 87,600 times a year.(1) Smokers are experts at self-dosing nicotine through inhalation.

This is why vaping is so appealing to smokers. It uniquely satisfies the physical action and provides nicotine through inhalation. Nicotine replacement therapies such as patches and gums aren't that effective because they don't replace the action or deliver nicotine through inhalation.

Eliquid is what goes into a vape and is heated to produce a vapor, like water heated to make steam. The vapour is virtually void of the toxins found in cigarette smoke.(2) Unlike cigarettes, which can have hundreds of added chemicals, eliquid base consists of a couple of nontoxic liquids and some flavour and nicotine are added, that's it!(3) Flavours ARE important because it replaces the foul taste of smoke with something that tastes good! Taste satisfaction helps new vapers detox off the toxins from the smoke and resist the cravings for a cigarette. Enjoyable flavours keep vapers from going back to smoking.(6)

For more information on vaping science, visit our website at VAEP.info and for help with switching to vaping, visit your local vape shop because they are the only source of harm reduction for smokers. <https://VAEP.info>

Kellie Ann is wearing our Vintage logo tee in blue <https://shop.vaep.info/?product=vaep-vintage-tees>

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VAEP Key Concepts script 9: Vaping to quit nicotine

In controlled clinical trials, those that vaped and continued to smoke, reduced their smoking by 60-80%: from 25 down to 5 cigarettes/day.

FROM THIS **TO THIS**

THIS IS 'DUAL USE'

Pekala, R., Capporretto, P., Maglio, M., Marjula, J. G., & Russo, C. (2014). Success rates with nicotine personal vaporizers: a prospective through daily quality of smokers not intending to quit.

4 stages of quitting nicotine with a vape

1) **Dual use:**
60-80% decrease in cigarettes

2) **Just vaping:**
stopped smoking

3) **Reduce nicotine:**
titrate down to 0mg/ml

4) **Stop vaping:**
nicotine and vaping free

Laugesen, M. (2013). Nicotine and health. New York, NY: American Council on Science and Health.

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Did you know that vaping can be used to stop smoking AND wean off nicotine in just 4 stages?(1)

In the first stage, the smoker dual uses which means they continue to smoke, while they get the hang of vaping. Some “experts” claim that vaping is ineffective for quitting smoking because many dual use for a while.(2) Dual users observed in controlled clinical trials reduce the number of cigarettes they smoke by 60-80%.(3) This significantly reduces the toxins they inhale.

The second stage is when they stop smoking and vape exclusively.(1) At this second stage, they have dropped virtually all the toxins found in smoke and reduced their risk to less than 5% of smoking.(4) That is why vaping is harm reduction.

The third stage is to reduce the strength of nicotine they are vaping.(1) Eliquid that goes into a vape comes in varying concentrations of nicotine. You can't get that with cigarettes! Once the vaper has lowered their nicotine to a very small dose, they can vape eliquid without nicotine. The vaper still has the satisfaction of the behaviour while they get used to no nicotine. It's interesting to note that the government of British Columbia, Canada has made eliquid without nicotine illegal, making this step unavailable to their citizens.(5) Crazy, eh?

The fourth and final stage is to stop vaping nicotine-free eliquid and since there is no nicotine dependence, this can be pretty easy.(1) So, that is how vaping helps smokers get off of nicotine.

“Since 2016, our nonprofit, Vaping Advocacy and Education Project, better known as VAEP, has been reviewing the scientific evidence on vaping and making it easy for people to understand. Visit VAEP.info for vape info.”

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Kellie Ann is wearing our Sweetheart tee in heather purple <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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VAEP Key Concepts script 10: Why people vape



You may have heard that the reason people are picking up vaping is mainly to try flavours.(1) The truth is vaping is being used mostly to quit smoking or to stay off of cigarettes.(2)

The Office for National Statistics in the United Kingdom, surveyed over 2.4 million vapers, that were 16 years and older, and asked them what their MAIN reason for vaping was. Over half of them answered “to quit smoking”, over half. Yet, only 2% said they used a vape to try flavours.(3)

That same Office for National Statistics investigated who EXACTLY were vaping. What they found was only 0.4% of never smokers had vaped, 0.4%. That survey also learned that 15% of smokers and 13% of ex-smokers were vaping.(4) This shows that SMOKERS are vaping to either quit smoking or stay quit.

So, it’s pretty clear that vaping is being used to quit smoking and not to try flavours. But here’s the thing: banning flavours will shut down vape shops because the variety of flavoured eliquids is a huge part of their revenue.(5) Also, vaping wouldn’t work if it didn’t offer smokers a more pleasurable and novel experience than smoking because cigarettes are more addictive than just nicotine on its own.(6) It’s important to understand that a vape shop is the only place to get the expertise and advice needed to learn how to quit smoking with vaping.

Visit our nonprofit at VAEP.info for more information. If you want to educate others about vaping and look good doing it, check out our online store VAEPmail.com. We have 11 styles of tees and they come in sizes extra small to 2-XL. <https://VAEP.info>

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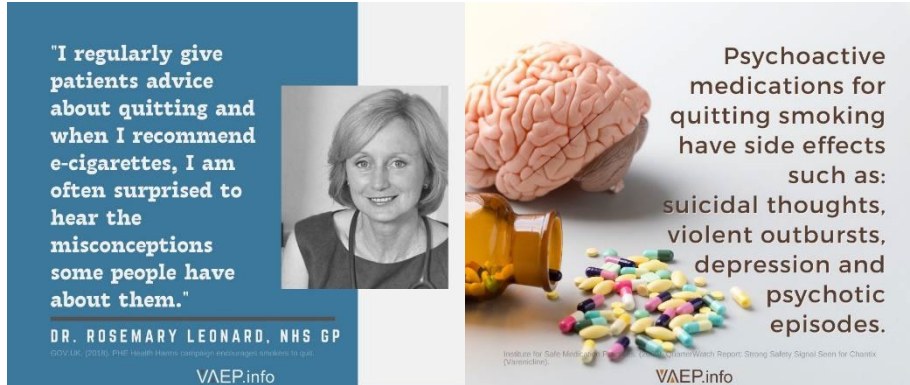
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VAEP Key Concepts script 11: Dying to quit



Smoking is so bad for health and so hard to quit that doctors prescribe psychoactive medications that have side effects such as suicidal thoughts, violent outbursts, depression and psychotic episodes.(1) For instance when Champix hit the market in 2007, in the first 3 months, 988 serious injuries in the U.S. were reported to the FDA, more than any other drug in this time period.(2) Risking those side effects are scary but that's how desperate smokers can be to quit smoking. When it comes to helping their patients quit, doctors are limited to these psychoactive drugs and recommendations from health authorities such as nicotine patches (which are not very effective).

If you live in the UK, however, doctors can, and do, recommend vaping to quit smoking.(3) Vaping is considered harm reduction because vaping virtually eliminates the disease-causing chemicals found in cigarette smoke.(4)

You often hear that nicotine is an addiction, but it's not, it's a dependence. Dependence is when someone uses a substance and experiences withdrawal without it, for example nicotine or caffeine.(5) Addiction is the same, except there are negative consequences such as liver cirrhosis from alcohol or heart disease from smoking.(5) So, vaping is considered a dependence and smoking is considered an addiction.

I'm Kellie Ann, founder of Vaping Advocacy and Education Project, better known as VAEP. Since 2016, our nonprofit has been reviewing the science on vaping and making it easy for people to understand. We link to the sources of our information so you can read the studies yourself. Visit our website VAEP.info for vape info. <https://VAEP.info>

Kellie Ann is wearing our Vintage crew neck purple tee <https://shop.vaep.info/?product=vintage-crew-purple-tee>

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Did you know that the first source of nicotine a youth inhales impacts whether they become a smoker or not? 14% that tried a tobacco cigarette first became smokers while only 0.7% that tried vaping first became smokers.(1) In other words, chances of a youth becoming a smoker are 20 times higher if they start with smoking as opposed to vaping.

It's just common sense. Youth, today, are growing up in an environment where vaping is available. If you compare the two: smoking tastes disgusting, makes you smell so it's easy to detect, and the smoke is very toxic so it's hard to inhale. On the other hand, vaping tastes good, doesn't make you smell so it's easy to conceal, and the vapour is almost void of toxins so it is easier to inhale. Why would they even try smoking once they tried vaping?

There is a difference between a nicotine dependence and smoking addiction. Dependence is when someone takes in a substance and experiences withdrawal without it such as caffeine or nicotine.(2) Addiction is the same except it causes adverse effects such as liver cirrhosis from alcohol abuse or heart disease from smoking.(2) After tens of thousands of studies and almost 2 decades on the market, disease has not been associated with nicotine vaping.

Smoking is very addictive because chemicals added to a cigarette enhance the delivery and effects of nicotine.(3) Also, some of the chemicals are addictive in themselves such as acetaldehyde which acts as an antidepressant.(3) It's no surprise then, that depression is a withdrawal symptom from cigarettes.(4)

To learn more, visit our nonprofit at VAEP.info. <https://VAEP.info>

Kellie Ann is wearing our Sweetheart tee in sport grey <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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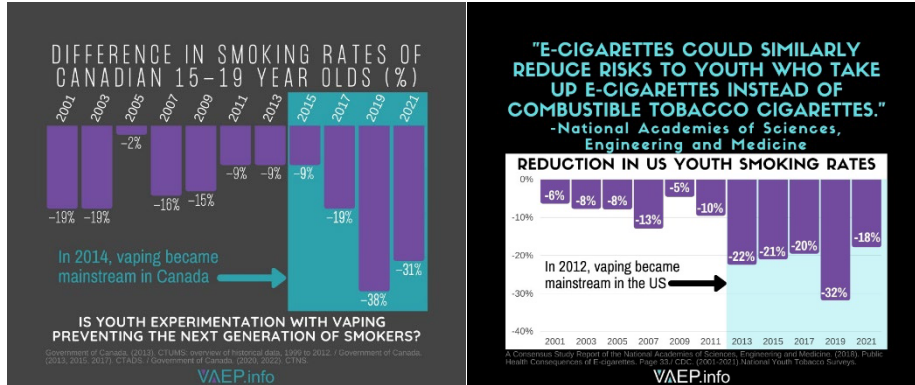
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VAEP Key Concepts script 13: Youth smoking uptake



A common misconception is that youth vaping leads to smoking.(1) If that was the case, then the increase in youth vaping would have led to an increase in youth smoking. Where vaping is available, however, youth smoking rates decline drastically. For over 20 years, government statistics have been tracking youth smoking rates through population surveys every 2 years. If we compare the smoking rates to the prior rates, we get a percent decrease. When vaping was introduced to mainstream in Canada and the USA, the youth smoking rates decreased at a rate more rapid than ever before.(2,3,4,5)

As stated in 2018, by the National Academies of Sciences, Engineering and Medicine, "E-cigarettes could similarly reduce risks to youth who take up e-cigarettes instead of combustible tobacco cigarettes."(6) We agree with them and statistics prove it.

This is very good news except for industries that profit from smoking-related diseases and organizations that receive funding from them. It's important to know that wherever vape shops have been forced out of business due to high taxation or flavour bans, youth smoking rates have increased.(7,8,9,10)

For more information on vaping that is based on scientific evidence, please visit VAEP.info. And if you would like to support vaping education, visit our online shop at VAEPmail.com. Look good in one of our tees and invite people to visit our website by having them scan our QR code right here on the sleeve. <https://VAEP.info>

Kellie Ann is wearing our Sweetheart tee in Heather Sapphire <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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VAEP Key Concepts script 14: UK loves harm reduction



In the UK, they benefit their citizens that smoke by promoting vaping as a harm reduction strategy. Their vaping policies are based on thousands of published scientific articles. I'm going to read you some quotes from esteemed medical organizations.

The Royal College of Physicians stated: "The harm of smoking is therefore **caused not by nicotine**, but by other **constituents of tobacco smoke**." And "...the hazard to health arising from long-term vapour inhalation from the e-cigarettes available today is **unlikely to exceed 5% of the harm** from smoking tobacco."(1)

The Royal College of General Practitioners stated: "The evidence so far shows that e-cigarettes have significantly **reduced levels of key toxicants compared to cigarettes**, with average levels of exposure falling **well below the thresholds for concern**."(2)

Public Health England stated "Our new review reinforces the finding that vaping is a fraction of the risk of smoking, **at least 95% less harmful**, and of negligible risk to bystanders."(3)

The Royal Society for Public Health stated: "The [Public Health England] report reflects an up-to-date evidence base that is increasingly pointing in the same direction: not only that vaping is **at least 95% less harmful** than smoking, but also that it is **helping increasing numbers of smokers to quit**."(4)

International health related nonprofits in the UK also promote vaping.

Action on Smoking and Health stated: "E-cigarettes have proved to be an important **gateway out of smoking**, not into it." and "The lifetime **cancer risk** of vaping has been assessed to be under 0.5% of the risk of smoking."(5)

To learn more, please visit VAEP.info. <https://VAEP.info>

Kellie Ann is wearing our Vintage Logo tee in Pink <https://shop.vaep.info/?product=vaep-vintage-tees>

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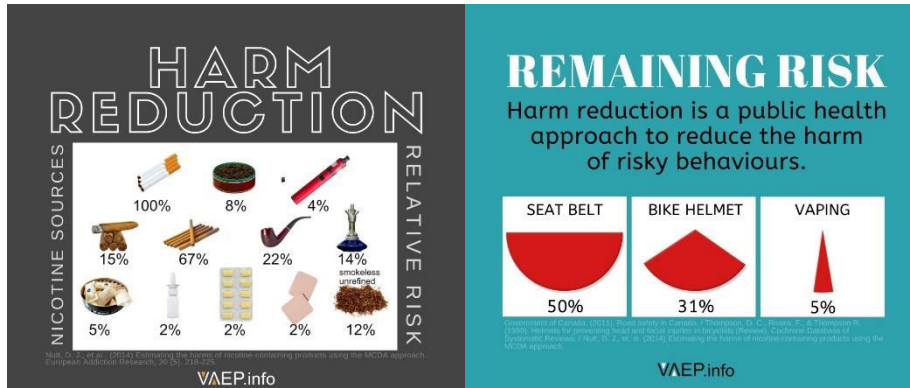
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VAEP Key Concepts script 15: What's harm reduction?



Harm reduction is a strategy used in medicine and in social policy to reduce the harm of risky behaviours.(1) Most of us are familiar with and support harm reduction such as seat belts, bike helmets or condoms. Did you know that vaping is also harm reduction?(2) And it's not just a little less harmful than smoking, it's 95% less harmful.(3) So, if smokers switch to vaping or youth take up vaping instead of smoking they are reducing their risk by 95%.

The standard scientific tool for evaluating harm from drug use, in this case nicotine, is the MCDA (multi-criteria decision analysis).(4) This method evaluates harm to the drug user such as death, disease and drug dependence. It also evaluates harm to others such as injury, economic costs and social impact. In 2014, 12 experts compared 12 different nicotine products such as cigarettes, chewing tobacco, pipes, cigars, even nicotine patches and gums using the MCDA. 14 harm criteria were measured. The most harmful nicotine product is cigarettes so they were given the value of 100%. Then the other products were compared to cigarettes. The next highest value for harm was cigarillos at 67%, followed by pipe tobacco at 22%. The value for vaping was 4.4%, a 95.6% reduction in harm.(5)

A couple years later, in 2016, the Royal College of Physicians, in the United Kingdom, released a report called, Nicotine without Smoke.(6) This organization educates physicians, sets clinical standards and improves patient outcomes, particularly in illness prevention.(7) Nicotine without Smoke is 206 pages long, references 130 formal papers and concludes that vaping is less than 5% the risk of smoking.(6)

So, if someone you know can't quit smoking let them know that they have a much safer option. They can't go to healthcare for advice on vaping, unless they live in the UK. So, for professional guidance on switching to vaping, send them to their local vape shop.

Visit VAEP.info for more information on vaping. <https://VAEP.info>

Kellie Ann is wearing our Vintage crew neck purple tee <https://shop.vaep.info/?product=vintage-crew-purple-tee>

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GOVERNMENT OF CANADA
Direct quote:
VAPING IS LESS HARMFUL THAN SMOKING

TOP 9 SMOKING TOXINS
WORLD HEALTH ORGANIZATION
PRIORITIZED FOR REDUCTION

REDUCTION IN VAPING

Acrolein	-100%
1,3-butadiene	-100%
Benzene	-100%
Benzo(a)pyrene	-100%
Carbon monoxide	-100%
N-nitrosornicotine	-98%
Methylnitrosamino	-98%
Acetaldehyde	-96%
Formaldehyde	-83%

“Make no mistake.
We see the possibility for ENDS products like e-cigarettes to provide a potentially less harmful alternative for currently addicted individual adult smokers who still want to get access to satisfying levels of nicotine without many of the harmful effects that come with the combustion of tobacco.”
US FOOD AND DRUG ADMINISTRATION

“Vaping is less harmful than smoking”, that’s a quote from Health Canada in 2018.(1) This is true, but have you ever wondered **how much** less harmful? The World Health Organization, more commonly known as the WHO, identified the nine worst smoking toxins including acrolein, benzene and carbon monoxide.(2)

In 2013, scientists looked for these 9 cigarette toxins in the vapour from nicotine vaping. They found no trace of five of these toxins in the vapour.(2) That alone should be a reason for a smoker to switch to vaping but let’s look at the other four toxins. The vapour had a 98% reduction in two toxins and a 96% reduction in another. The last one, formaldehyde, had a reduction of 83% and it’s important to know that formaldehyde is naturally present in all exhaled breath.(2,3) So, vaping virtually eliminates the nine worst toxins found in cigarette smoke.

Being that this analysis was done in 2013, how many smokers, since then, would have switched to vaping if they had known about this toxin reduction? More importantly, how many of them have been diagnosed with a smoking-related disease because of these toxins?

As stated by the FDA in 2018, “Make no mistake. We see the possibility for ENDS products like e-cigarettes to provide a potentially less harmful alternative for currently addicted individual adult smokers who still want to get access to satisfying levels of nicotine without many of the harmful effects that come with the combustion of tobacco.”(4)

Citizens have a right to life, meaning they have a right to all the information to make informed decisions about preserving and improving their health.(5) Millions of citizens are hopelessly addicted to cigarettes.(6) We should help them learn that they have a significant harm reduction option with vaping. So, if someone you care about smokes, send them to VAEP.info. Our nonprofit makes it easy to learn the science behind vaping.
<https://VAEP.info>

Kellie Ann is wearing our Sweetheart tee in Heliconia <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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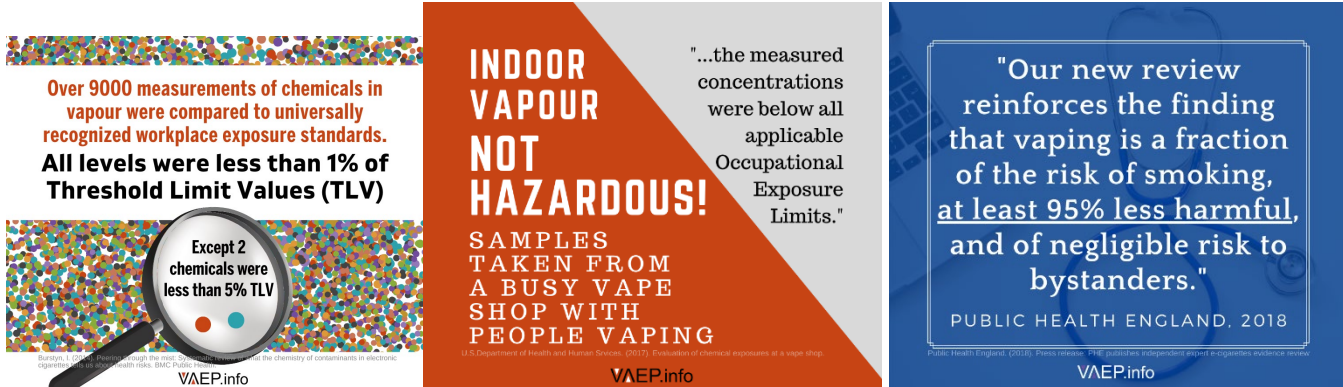
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VAEP Key Concepts script 18: Indoor vaping



Unlike in the late 1800's when cigarettes were invented, technology today can analyze the contents of aerosols. (1) For more than 50 years, scientists have studied thousands of substances that can be found in aerosols and how they affect the human body. Vapour from nicotine vaping has been repeatedly analyzed and it has been found to be nontoxic. It's important to compare vapour to what it's replacing, which is cigarette smoke. Let's take a look at a couple of studies that analyze nicotine vapour.

The threshold limit value (TLV) is the level of concentration of substances in the air that an employee can breathe in without harmful effects working full time hours over a lifetime. So, the TLV is the highest safe concentration of a substance in the air and covers thousands of airborne substances. For this application, we will give the TLV a value of 100%.(2)

In 2014, a study reviewed all of the scientific papers that analyzed the chemistry in eliquid aerosols. From those papers, there were a total of over 9000 measurements of substances; many papers tested for the same substances. They concluded that two of the substances found in nicotine vapour were less than 5% of the TLV. The rest were less than 1% of the TLVs.(3) In other words, nicotine vapour in the air is nothing to be worried about.

In 2017, the U.S. Department of Health and Human Services conducted a report of air quality in a vape shop. In the shop the employees vaped inside and there was an indoor lounge where vapers hung out and vaped. They took air samples for over 30 hours. To quote them: "Concentrations of vaping-related chemicals in our air samples were below occupational exposure limits." The vast majority of the measurements found nothing at all and what they did detect was miniscule compared to occupational exposure limits and threshold limit values.(4)

In 2018, Public Health England put it this way, "...vaping is a fraction of the risk of smoking, at least 95% less harmful, and of negligible risk to bystanders."(5)

To learn more about vaping, visit VAEP.info. <https://VAEP.info>

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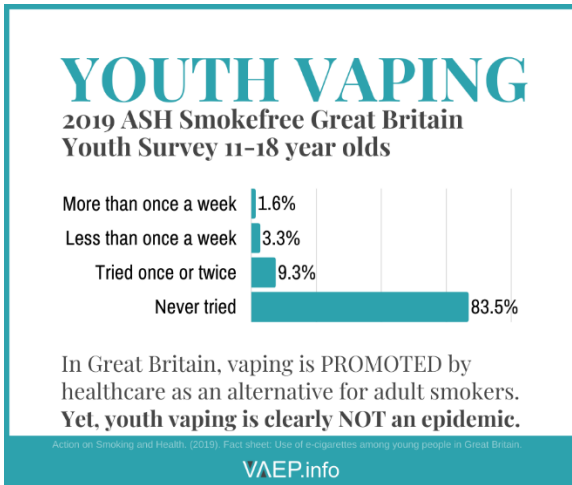
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Script 19: Helping smokers doesn't harm youth



In Great Britain, smoking cessation clinics, Public Health England and even their National Health Services promote vaping as a way to quit smoking; they even allow vaping on hospital grounds. Their health education campaigns repeat the slogan “Vaping is less than 5% the risk of smoking” on advertisements at bus stops and other public areas.(1) Being that vaping is actively promoted to smokers in Great Britain, do you think that would cause higher rates of youth vaping? The truth is, in Britain, the percentage of youth that have never tried vaping is 83%.(2) In the United States, the percentage of youth that have never tried vaping is 80%.(3) Rates of youth vaping between the two countries are virtually the same.

Health authorities in America and many countries including Canada, discourage vaping with fear-provoking narratives such as there is a “youth vaping epidemic”.(4) Being that the rates of youth vaping are virtually the same in Great Britain and the USA, it's fair to say that American health authorities DISCOURAGING smokers from vaping didn't DECREASE the number of youth vaping. It's also fair to say that Great Britain PROMOTING smokers to vape didn't INCREASE youth vaping. The question then becomes: how many smokers have developed smoking-related diseases because their health authorities don't inform the public that vaping is less than 5% the risk of smoking?

Please visit VAEP.info for more information on vaping. If you would like to promote vaping education and look good doing it, please visit our online shop at VAEPmail.com. <https://VAEP.info>

Kellie Ann is wearing our Sweetheart tee in Sport Grey <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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#HarmReduction

KC script 20: Adults like flavours



If food didn't taste so good, none of us would have to "watch our weight". The reason food tastes so good is because of flavours. Did you know that flavours are actually something you smell(1)? That's why you can't taste when you have a cold. You breathe flavours in and out from the air and while you chew your food.

I've never met an adult that didn't enjoy something delicious. Celebrations almost always involve food because adults like flavours; all kinds of flavours such as fruits, candies, deserts and minty treats. We can see this reflected in alcohol flavours such as birthday cake vodka and peach schnapps.

When it comes to smoking cessation products such as nicotine gums, lozenges and sprays, people use them longer if they are flavoured which increases their odds of success.(2) Vaping is the most popular method of quitting smoking and the wide variety of flavoured eliquids are a big reason why.(3) Adult smokers' demand for new eliquid flavours is a driving force behind the vaping industry's growth.(4) So, wherever flavours are banned, vaping businesses go bankrupt and smokers lose access to a 95% safer product.(5) We have seen this happen in Nova Scotia, Canada as well as in US cities and states.(6) In every one of those locations data shows a resulting increase in both adult AND YOUTH smoking rates.(7)

It's fair to say that banning flavours in eliquid is a really good idea if the objective is to increase the number of adults and youth that smoke. Since smoking makes people really sick, I suppose banning flavours is also a good idea if you have own shares in companies that make medications.

For more information on vaping that's based in facts, visit VAEP.info. <https://VAEP.info>

Kellie Ann is wearing our Sweetheart tee in heather purple <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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Video 21: Reduce toxins, improve health

GOVERNMENT OF CANADA
Direct quote:

**STUDIES HAVE SHOWN
SHORT-TERM GENERAL
HEALTH IMPROVEMENTS
IN THOSE WHO HAVE
COMPLETELY SWITCHED
FROM SMOKING
CIGARETTES TO VAPING
PRODUCTS.**

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VAEP.info

One of the most pervasive fear-provoking narratives on vaping is that “we don’t know the long-term effects.”(1) We do, however, know the long-term effects of smoking. It’s a fact that smoking for 20 years is associated with SEVERE disease.(2) This is due to the toxins found in cigarette smoke.

Vaping was invented in 2004 and since then, tens of thousands of studies have not found any disease associated with it. Unlike decades ago when doctors promoted smoking, we have the ability to analyze vapour and the harmful substances found in it are consistently at levels too low for concern.(3)

Studies have also investigated disease indicators, called biomarkers, related to smoking. Fluid samples from 1300 smokers and vapers were analyzed for 13 smoking-related biomarkers. 12 of the 13 were SIGNIFICANTLY reduced in the vapers’ samples when compared to the smokers’ samples.(4)

In 2018, Health Canada wrote, “Studies have shown short-term general health improvements in those who have completely switched from smoking cigarettes to vaping.”(5) It’s no wonder, then, that 90% of smokers that switched to vaping reported that their health improved.(6)

For more information on vaping science, please visit VAEP.info. If you would like to support vaping education, please visit our online store at VAEPmail.com. Look good in one of our T-shirts and feel good because your purchase helps us teach more people the truth about vaping. <https://VAEP.info>

Kellie Ann is wearing our Signature shirt in graphite heather <https://shop.vaep.info/?product=wholesale-signature-shirt>

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