

# What is Juul?

- Juul is a new type of e-cigarette.
- The developers market the product as a “satisfying alternative to cigarettes.”
- The company that developed the product promises more of “the nicotine kick” than a traditional cigarette.
- Juul is made to look like a USB stick and weighs about the same. It can be carried in the users pocket much easier than other e-cigarettes.
- The starter pack is sold on-line for \$49.99 and comes with a USB charger, a pack of four different flavors (called Juulpod), and the device.
- Juul can be plugged into any device that has a USB port to recharge.
- The user attaches the Juulpods to the device.
- One Juulpod has about 200 puffs.
- Juulpods contains nicotine salts and e-juice, which have 0.7 ml of fluid and 5% nicotine (the equivalent of one carton of traditional cigarettes).
- The four flavors that come in the starter pack are: Cool Mint, Fruit Medley, Creme Brule and Virginia Tobacco
- The idea behind Pax’s perfected chemistry is that the nicotine will peak in the blood about five minutes after your first inhale. This is closer to what a person would get with a tradition cigarette.



Source: Men’s Fitness, Juulvapor.com, E-Cigarette Review, Pax Labs

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