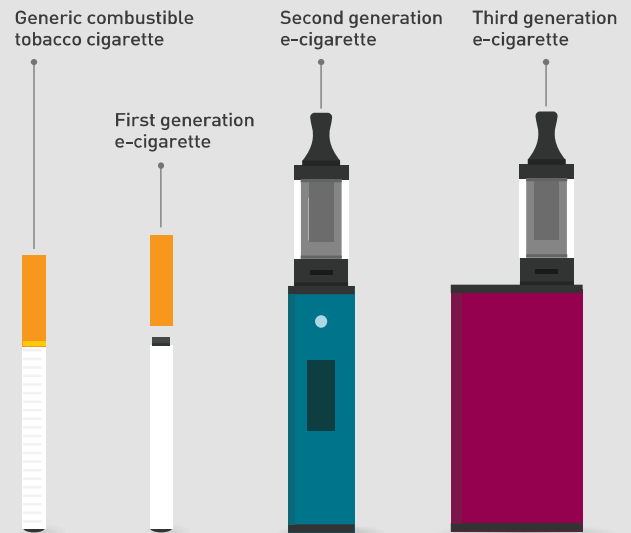


WHAT ARE THE TYPES OF E-CIGARETTES?

- > Some e-cigarettes are designed to resemble regular cigarettes, while others look more like cigars, pipes, pens and even USB flash drives.¹
- > To account for the diversity in product design, some researchers have classified e-cigarettes as first, second or third generation devices.²
- > A **first generation** e-cigarette is one that closely **resembles a cigarette** and is **disposable**.⁴
- > A **second generation** e-cigarette is a larger, usually pen-shaped device that can be **recharged**.⁴
- > A **third generation** e-cigarette refers to devices that do not resemble a combustible cigarette and often have very large and sometimes customizable **batteries**. Some parts may be replaceable, which is why they are sometimes called “mods.” These devices are **refillable**.^{2,4}
- > More recently, e-cigarettes that have a **sleek, high-tech design** and **easily rechargeable batteries** have entered the market. One device, **JUUL**, emerged in 2016 and quickly established itself as a leading e-cigarette product by early 2018. There has also been an emergence of copycat products, such as Suorin Drop and *myblu*[™], that follow JUUL’s blueprint of a high-tech look and high nicotine delivery through the use of nicotine salt e-liquid formulations.

Some e-cigarettes are designed to resemble regular cigarettes, while others look more like cigars, pipes, pens and even USB flash drives.

Evolution of the e-cigarette



Shown to demonstrate approximate scale

Source: National Academies of Sciences, Engineering and Medicine, Public Health Consequences of E-Cigarettes

Current generation of e-cigarettes



Photo courtesy of Suorin

Photo courtesy of blu