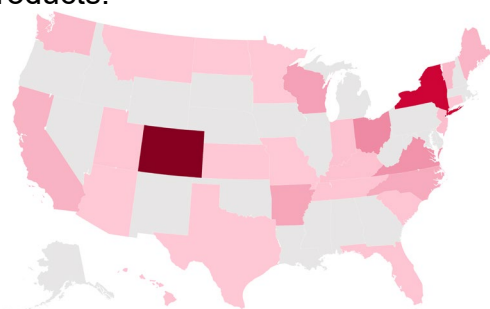


Youth Tobacco Product Monitoring Project

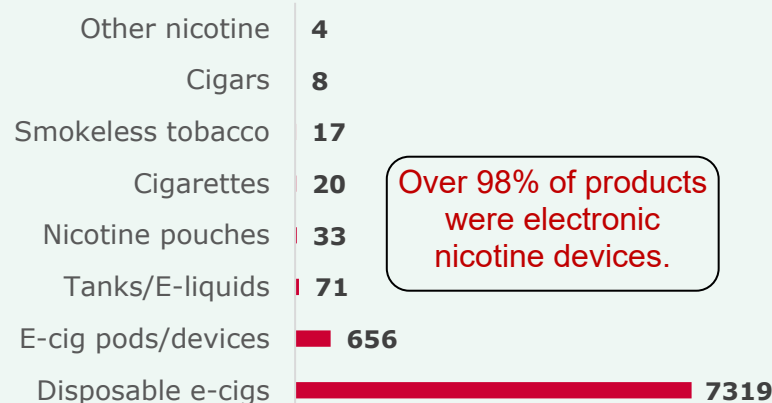
US Summary

Overview

Description: We've received over 1,500 photos of 9,410 products. Of those, 8,128 were nicotine & tobacco products, 1,012 were cannabis, and 266 were accessories. Submissions originated from 27 states, pictured below; darker shading indicates more products.

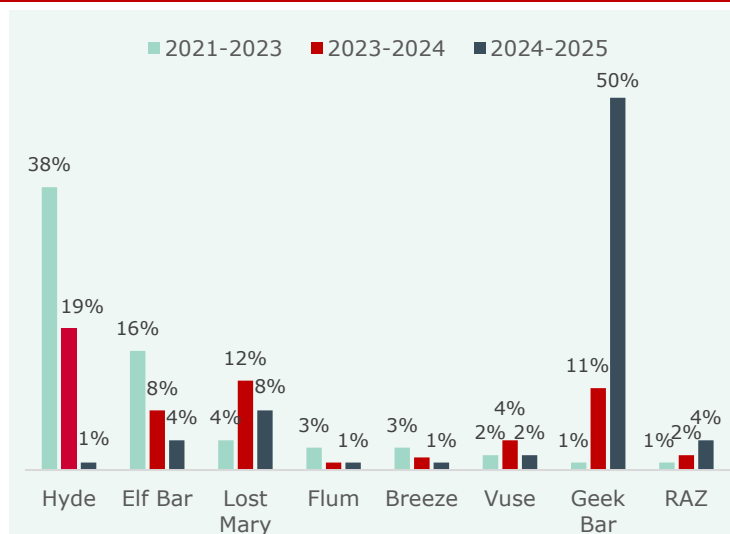


Number of Nicotine & Tobacco Products by Type



Top Brands by School Year

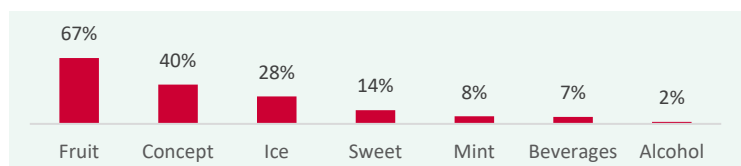
2021-2023 (98 brands; n=1,125)	2023-2024 (240 brands; n=3,544)	2024-2025 (238 brands; n=3,231)
Hyde (38%)	Hyde (19%)	Geek Bar (50%)
Elf Bar (16%)	Lost Mary (12%)	Lost Mary (8%)
Lost Mary (4%)	Geek Bar (11%)	RAZ (4%)
Flum (3%)	Elf Bar (8%)	Elf Bar (4%)
Breeze (3%)	Vuse (4%)	Vuse (2%)



Appealing Features

Flavors

Among products with an identifiable flavor, 99.6% were a non-tobacco flavor. Fruit flavors were most common.



Nicotine Content

Disposable e-cigarette nicotine content ranged 1,500-40,000 puffs; 5,000 puffs was most common.



← More photos to share?
Submit them at the survey
link here!

Want to get your state involved? Email
us at crst_images@ints.rutgers.edu