

RESPECT YOUR BRAIN



Vaping nicotine can disrupt brain development and affect memory, concentration, and mood.

[Respect Your Brain](#)

CLEAR THE AIR: THE TRUTH ABOUT VAPING



THE INVISIBLE CLOUD

The Hook: It's not "just water vapor."

The Reality: You're inhaling an aerosol cocktail of chemicals, heavy metals, and ultra-fine particles.

The Vibe: Let's look at what's actually inside the pod.



THE 'LAB RAT' REALITY



AEROSOL VS. VAPOR



VAPOR
(Steam)



AEROSOL
(Toxic Suspension)

Vapor is steam; aerosol is a suspension of solid particles and liquid droplets.

THE INGREDIENTS



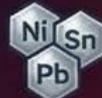
FORMALDEHYDE

(Used to preserve dead bodies)



ACROLEIN

(A weed killer)



NICKEL, TIN, AND LEAD

(Leached from the heating coil)

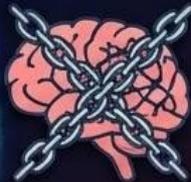
<https://www.health.gov.au/vaping/resources/videos/whats-really-in-a-vape>

YOUR BRAIN ON A LOOP



THE HIJACK

Nicotine mimics dopamine, the brain's "reward" chemical.



THE LOCKDOWN

Because teen brains are still building "synapses" (connections), nicotine changes how those connections are formed.



THE RESULT

Higher anxiety, mood swings, and a harder time focusing on literally anything else.

“VAPE TONGUE” AND LUNG LAG



THE HEALTHY ATHLETE:

Peak Performance, Clear Lungs, Sharp Taste.



THE VAPER:

“Popcorn Lung”,
Reduced Oxygen,
“Vape Tongue”.



THE POPCORN LUNG:

Diacetyl (a flavoring chemical) can cause permanent scarring in the tiny air sacs of your lungs.

PERFORMANCE HIT:

Vaping narrows blood vessels. This means less oxygen to your muscles during sports and slower reaction times in gaming.

THE GROSS FACTOR:

It kills taste buds and causes “vaper’s tongue,” where everything tastes like cardboard.

THE SCAM



THE STRATEGY

Why does it taste like "Blue Razz" or "Mango"?
Because they need a new generation of customers to replace the ones who quit smoking.



THE MATH

One pod can contain as much nicotine as a whole pack of 20 cigarettes. You're being sold an addiction disguised as a gadget.

MYTH vs FACT

MYTH:
"EVERYONE IS DOING IT."



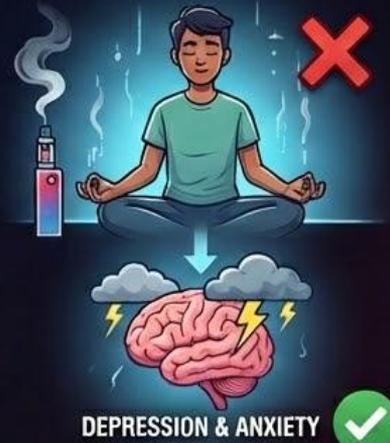
AUSTRALIAN REALITY:
85% of Aussie teens (14–17) have NEVER vaped. You're actually in the majority if you don't.

MYTH:
"IT'S JUST FLAVOURED WATER."



AUSTRALIAN REALITY:
Aussie lab tests found 99% of 'nicotine-free' vapes contained nicotine and toxic anti-freeze chemicals.

MYTH:
"IT HELPS WITH MY ANXIETY."



AUSTRALIAN REALITY:
Science says the opposite. Vaping increases the risk of depression and anxiety in young people by DOUBLE.

MYTH:
"IT'S LEGAL IF IT'S ZERO NICOTINE."



AUSTRALIAN REALITY:
False. As of 2024, it is illegal for ANY shop (except a pharmacy) to sell ANY vape, even those claiming to be nicotine-free.

THE COST (NOT JUST CASH)

FINANCIAL COST



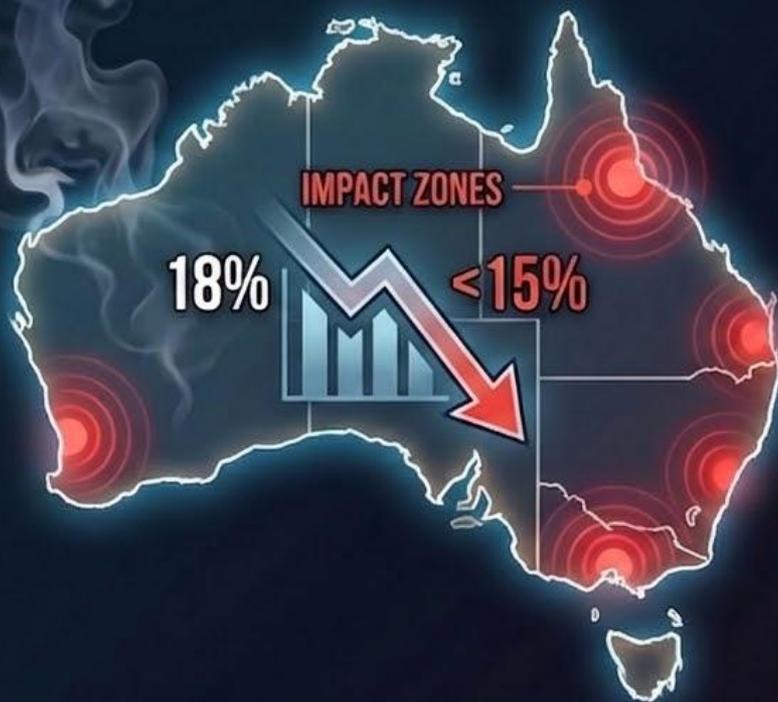
\$20–\$30 a week = \$1,500 a year.
That's a new gaming PC or a holiday.

ENVIRONMENTAL COST



Millions of lithium batteries and plastic pods end up in landfills every year.
They aren't biodegradable.

AUSTRALIA: THE FRONT LINE



THE TURNAROUND

After a huge spike, vaping rates among Aussie 14–17-year-olds finally started dropping in 2024/2025 (falling from 18% to under 15%).



THE PHARMACY LAW

Australia is the first country to move vapes behind the pharmacy counter. Classified as a **PUBLIC HEALTH THREAT**, not a consumer toy.



THE SEIZURE STATS

In 2024 alone, Australian authorities seized over **10 MILLION** illegal vapes destined for corner stores and 'under the counter' sales.



THE SOCIAL SHIFT

More Aussie teens are now calling vaping '**CRINGE**' or 'embarrassing' than 'cool.' The culture is shifting from curiosity to 'why would you bother?'

THE 'NIC-SICK' & SAFETY WARNING

IMMEDIATE DANGER: 'NIC-SICK'



In Australia, calls to Poisons Information Centres regarding vape exposure have tripled.

Symptoms include: Vomiting & nausea, Pounding heart, Dizziness & 'brain fog'.

THE BATTERY RISK



Cheap, unregulated imports are prone to lithium battery fires. Several Aussie teens have suffered permanent facial burns from exploding devices.

WHERE TO GET HELP

QUITLINE (13 78 48)



Specialized, non-judgmental advisors for young people.

THE 'MYQUITBUDDY' APP



Free Aussie app to track savings & health improvements.

THE LAW & GP PRESCRIPTION



Under 18? Legal access ONLY via GP for quitting. Unregulated vapes contain heavy metals.