Increasing Addictiveness

Flavorings
Added flavors mask the harshness of smoke and make products more appealing to new users, especially young people.

Increased Nicotine
Vaping companies control the delivery and amount of nicotine to ensure addiction.

Powerful Batteries
Heat the ingredients and devices to high temperatures, creating volatile chemicals that are inhaled and can cause device explosions.

Nicotine Salts
Behave like ammonia compounds, but also hide the harshness of nicotine.

Menthol
Menthol cools and numbs the throat to reduce irritation and make smoke feel smoother. This makes it easier to use frequently.

Metal Parts
Metal pieces in the devices that degrade, and micro-particles can be inhaled or ingested by the user.