

## Netflix Series Broken Big Vape

Name:

### Questions 1-10 (2 points each)

1. Where was the first e-cigarette developed?
2. List **one** appeal of JUUL to teenagers? (There are 3 mentioned)
3. List one appeal of the JUUL that makes it a complete replacement for the cigarette. (There are 3 mentioned)
4. What was it about the **packaging** of the JUUL that made it appealing?
5. What was it about JUUL's early **advertising** that made it appealing to teenagers?
6. What was JUUL's role in the social media campaign? Did they have a role or was it all peer motivated?
7. What was the FDA's (Food & Drug Agency) response to regulating e-cigarettes? How did they compromise?
8. When JUUL was launched in Great Britain in 2018 what was different about its product?
9. What is JUUL's value after the company Altria bought them? (approx amount)
10. What other company does Altria own? (abbreviation is acceptable)
11. What are your thoughts about a tobacco company owning a smoking cessation product (quit smoking aid) too? What is the advantage of the company? What is the advantage to the consumer? **(6 points)**

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