

**FOXES RELY  
ON THEIR  
SHARP MINDS.**



**Be sure to check your point  
of view about **vaping**.**

**Make health choices using facts not beliefs.**

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The aerosol from vaping products is not just harmless water.

Although vapes may seem less harmful than cigarettes they are not without health risks.



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**BE CLEVER. KNOW THE FACTS.  
USE YOUR INSTINCTS.**

[unfilteredfacts.ca/vaping](https://unfilteredfacts.ca/vaping)

# THE ADORABLE SLOW LORIS HAS A DEADLY BITE



**What might appear innocent  
and safe is actually dangerous.**

The aerosol from vaping products is not just harmless water; it contains chemicals that can lead to:

- lung damage
- gum disease
- changes in the brain
- addiction



**RESIST THE TRAP. KNOW THE FACTS.  
USE YOUR INSTINCTS.**

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HEDGEHOGS  
HAVE 5000-  
7000 QUILLS  
TO PROTECT  
THEM

## Guard your mental health by not vaping.

The industry would lead you to believe that vaping helps you relax. However, research shows that vapers are 2x as likely to suffer from:

- depression
- anxiety; and
- emotional problems.



PROTECT YOURSELF. KNOW THE FACTS.  
USE YOUR INSTINCTS.

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GECKO'S EYES  
ARE 350 TIMES  
MORE SENSITIVE  
THAN HUMANS



## See the truth about vaping.

The aerosol from vaping products is not just harmless water vapour; it contains:

- nicotine
- heavy metals like lead from heating coils; and
- flavourings that were never meant to be inhaled.



SEE THE LIGHT. KNOW THE FACTS.  
**USE YOUR INSTINCTS.**

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**A SNAKE IN  
THE GRASS  
CANNOT BE  
TRUSTED**



**Even vape companies  
admit their products are  
dangerous.**

**Yet they target youth through:**

- fun flavours & trendy designs
- social media influencers
- hosting summer camps
- marketing in school classrooms



**SAME TACTICS. NEW PRODUCT. KNOW THE FACTS.  
USE YOUR INSTINCTS.**

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THE MINUTE YOU  
BRING A UNICORN  
INTO A STORY YOU  
KNOW IT'S A  
FAIRY TALE.

**Canada's leading vape company  
does not make a "no nic" product.**

**One pod = as much nicotine as an entire  
pack of cigarettes.**

A higher amount of nicotine with  
tasty flavours; the industry's  
magic formula for creating a new  
generation of users.



**SPOT THE MYTHS. KNOW THE FACTS.  
USE YOUR INSTINCTS.**

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FISH STAY  
IN A GROUP  
BECAUSE  
THERE IS  
SAFETY IN  
NUMBERS.

## Despite common belief, most youth don't vape.

Although vaping in youth is on the rise, a large recent study shows that 85% of Canadian teens are not vaping.

You can still swim with the squad without getting hooked.



BE SCHOOLED. KNOW THE FACTS.  
USE YOUR INSTINCTS.

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