

Facts about Smart Vapes

Youth use of tobacco products—in any form—is unsafe. Most e-cigarettes, including “smart vapes,” contain nicotine. Nicotine is highly addictive and can harm brain development, which continues until about age 25.

What are Smart Vapes?

Smart vapes come in many different forms, but generally include a digital display screen, fruit or candy flavors, and nicotine. Smart vapes may include other smart phone features such as games, photo wallpaper, touchscreens, and Bluetooth connectivity. Some devices also gamify vaping with animations that display when puffing and reward systems for vaping, such as points and rankings.

What are Smart Vape Sales Trends?

Two e-cigarettes with digital screens, Geek Bar Pulse and Raz, emerged in June 2024 as the third and sixth top-selling e-cigarette brands in the United States. Geek Bar Pulse was the top-selling disposable e-cigarette in June 2024. Additional smart vape brands and products are also being marketed and sold in the United States.

How are Smart Vapes Affecting Youth?

Some U.S. youth are using smart vapes. In 2024, 5.8% of middle and high school students who said they used e-cigarettes in the past 30 days—about 90,000 youth—reported using Geek Bar. Smart vapes have unique addictive potential for youth, combining addictive nicotine and appealing flavors with potentially addictive behaviors, like using screens and playing video games.

Aren't Smart Vapes Illegal?

Yes. Smart vapes are being illegally marketed and sold in the United States. E-cigarettes are not permitted to be marketed or sold without FDA authorization.

Everyone Can Help Prevent and Reduce Youth Use of E-Cigarettes

- Learn about the [risks of vaping for youth](#) and stay informed about new vape products.
- Talk to youth about why vaping is harmful to them. Be patient, listen, and avoid criticism.
- Encourage youth who vape to quit and connect them to [quitting resources](#).
- Encourage tobacco product retailers to stop selling products that are not authorized by FDA.
- Set a good example for youth by being tobacco-free. If you use tobacco, it's never too late to quit. For free help, visit [CDC.gov/Quit](https://www.cdc.gov/Quit) or call 1-800-QUIT-NOW.

For more information, visit: [Protecting Youth From the Harms of Vaping | Smoking and Tobacco Use | CDC](#)

Sources

¹[E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General](#)

²[Monitoring Tobacco Sales: National Trends](#)

³[Notes from the Field: E-Cigarette and Nicotine Pouch Use Among Middle and High School Students — United States, 2024 | MMWR](#) Almost all Geek Bar sales are for the Geek Bar Pulse line of smart vapes. However, not all Geek Bar products are smart vapes.

