

## Not worth the hype?



Vapes are often made to look fun, harmless and easy to control. But nicotine can quickly turn it into something that feels hard to control.

Nicotine affects the brain’s reward system. Over time, the brain needs more to feel the same effect, which can lead to cravings, frustration and anxiety.

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### So, what’s really going on?

Vapes deliver nicotine in a smooth, fast way. The brain quickly learns to link that hit with feeling okay. Eventually, vaping can stop feeling like a choice and start feeling like something you *have* to do just to feel normal.

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### Why age matters

Young people’s brains respond more strongly to rewards and cravings. That makes getting hooked easier and quitting feel tougher, even when you want to stop.

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### Get the facts

Knowing how vaping really works gives you more control over your choices, instead of being led by the hype.

👉 Visit: [www.hertfordshire.gov.uk/VapeBrain](http://www.hertfordshire.gov.uk/VapeBrain)