

Video: Amid research into vaping, a whiff of a familiar tactic emerges

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In this short documentary by Retro Report and Scientific American, Ilona Jaspers, PhD, director of the UNC Center for Environmental Medicine, Asthma and Lung Biology, is a featured research expert in the debate about electronic cigarettes as a tool to help smokers quit and as a public health crisis due partly to marketing products to teens and young

adults, much like cigarette marketing tactics of the past.

Also featured is Samir Soneji, PhD, at the UNC Gillings School of Global Public Health.

Provided by University of North Carolina at Chapel Hill School of Medicine

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