

END THE TREND!

COLORING BOOK

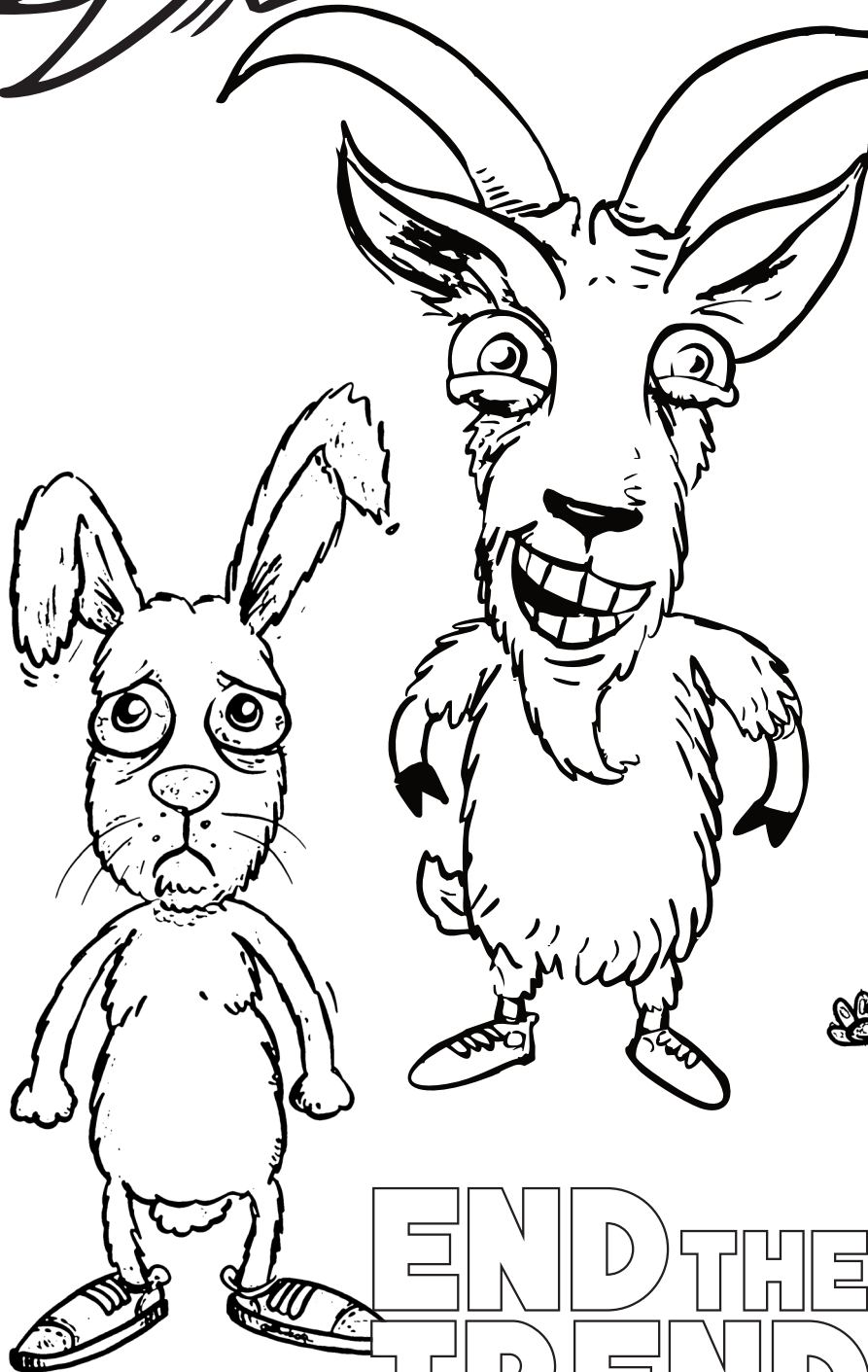


Throughout the past decade, Big Tobacco duped many young people into thinking vaping was a harmless, hot trend. But hidden behind their social influencers, edgy packaging and tasty flavors were side effects that are proving to be anything but cool. The result? Smart teens and tweens are flexing main character energy and choosing to **#EndTheTrend**.

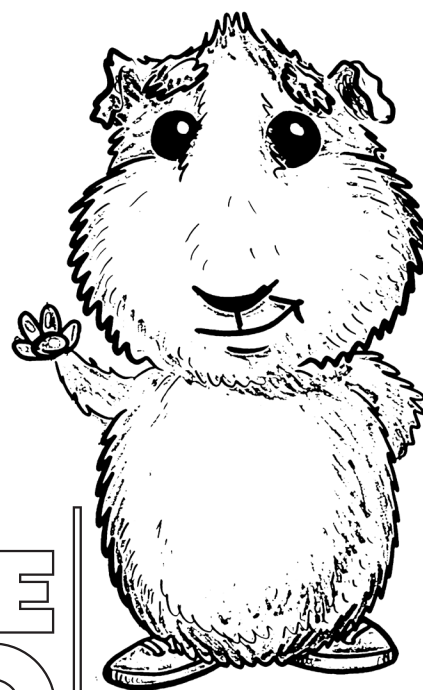
Scan the QR code to learn more, take our quiz to test your vaping knowledge, access resources to help yourself or a friend quit, and pledge your support to vaporize the trend. And don't forget to follow us on social media to keep up on the latest happenings in the lives of GOAT, Guinea Pig, Rabbit and Llama!



THE CREW



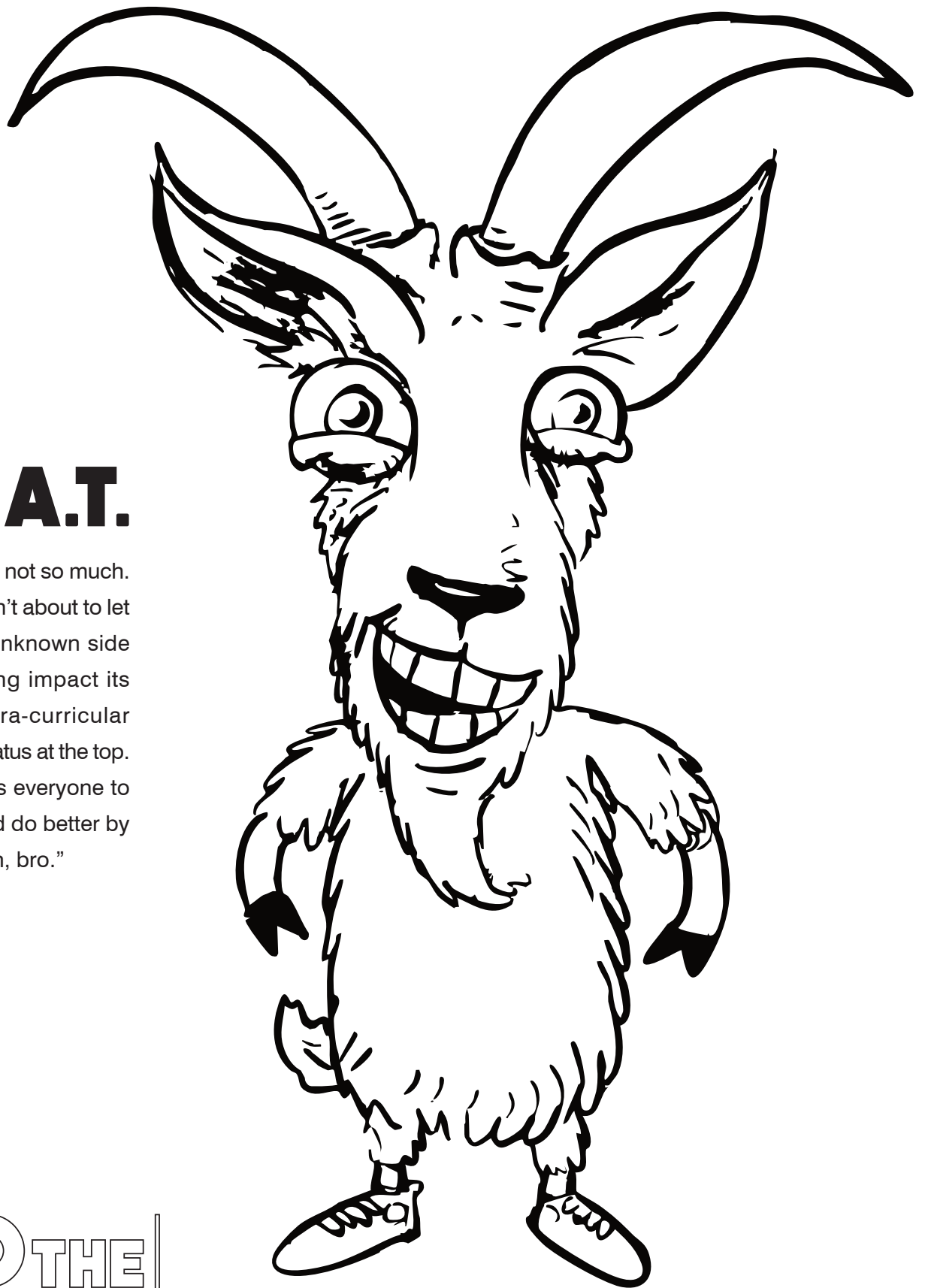
These longtime friends are all navigating the challenges and pressures of growing up. Get a glimpse into their lives and the difficult choices they have to make with friends and schoolmates. And don't be surprised if sounds all too familiar. It's a wild (animal) world and they're just living in it.



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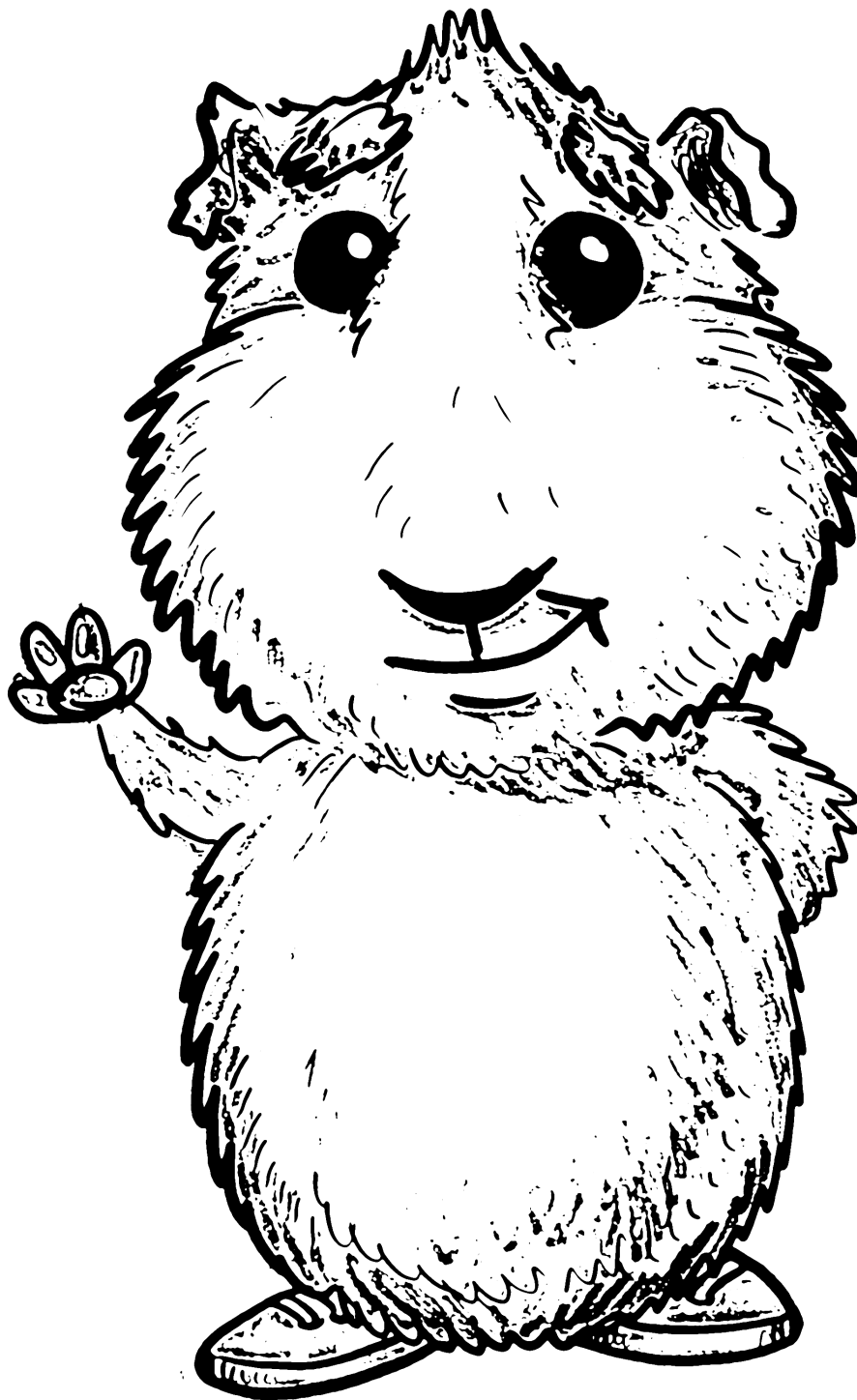
G.O.A.T.

Vaping: ummm, not so much.
The ruminant isn't about to let
the known or unknown side
effects of vaping impact its
grades, its extra-curricular
pursuits or its status at the top.
G.O.A.T. pushes everyone to
know better and do better by
just saying "nah, bro."



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GUINEA PIG

Unsure is the name of guinea pig's game. Never the early adopter, but never one to be left out, this furry friend has good intentions but judgment that gets clouded ... especially when peer pressure comes into play. Will the guinea pig become a vaper ... or get a clue?

RABBIT

Silly rabbit. (Vaping) tricks, kitted out mods and flavored juices were once part of this character's hot new habit. Rabbit knows better now, but only after jumping on the band wagon and finding out the hard way that vaping is expensive, unhealthy ... and addicting.



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LLAMA

We could all use a little guidance from someone we know and trust — especially when it comes to juggling peer pressure and the desire to fit in amid all the uncertainties associated with the latest and greatest teen trends. Thankfully, the crew has Llama in their lives. Older, braver, wiser and wittingly a sounding board for the next gen, Llama is revered as the leader of the pack who spits nothin' but the truth. Show some love for the OG!

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DO YOUR PART.
SPREAD THE WORD.

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