

# Anatomy of Addictive Technology: “Smart Vapes”



**WARNING: The next generation of e-cigarettes delivers addictive levels of nicotine with animation, games and Bluetooth capabilities in a pocket-sized, affordable device.**

## Why Should We Be Concerned?

The last thing we need is for another highly appealing and addictive tobacco product to be widely available and promoted to young people.

- “Smart vapes” were used by more than four out of ten (42.9%) youth e-cigarette users in early 2025.<sup>1</sup>
- Geek Bar, a “smart vape,” was the most popular e-cigarette brand among youth in 2025.<sup>2</sup>
- “Smart vape” products Geek Bar, Foger Switch Pro and Raz were three of the ten top-selling e-cigarette brands between January and March 2026.<sup>3</sup>
- These “smart” technology features can entice young people, and then coupled with the nicotine, can further reinforce and enhance addiction.
- Most young people who have devices with “Boost” mode use this option, and those using these devices are more likely to vape frequently and show signs of nicotine dependence.<sup>4</sup>
- Games and other interactive features can keep people on the devices for longer periods. Some devices require users to take puffs to maintain game play.<sup>5</sup> According to the Office of the Surgeon General, the gamification of vaping, “Accelerates the risk of nicotine addiction combining the behavioral addiction of both nicotine and gaming.”<sup>6</sup>

## What Are So-Called “Smart Vapes”?



Digital screen indicates battery power and remaining e-liquid.

Some devices have animated screens or allow users to customize their screen by uploading images.

Devices usually have a nicotine concentration of 5%. With up to 20 mL of nicotine liquid, some can contain as much nicotine as 25 packs of cigarettes or more.



Some products have a “Boost” mode to increase battery power and allow for bigger puffs and greater nicotine delivery.

E-cigarettes can mimic small gaming devices, making them easy to hide in plain sight.

Devices can cost between \$12 and \$20 each. Though disposable, devices can be recharged for use until the e-liquid is gone.



Bluetooth connectivity enables the e-cigarette to act like a smart accessory, providing notifications for phone calls, text messages, social media activities, track fitness, and other actions.

Some devices have speakers to play music from connected phones.

<sup>1</sup> CDC Foundation. (2025). Monitoring Tobacco Product Use Among Youth and Young Adults in the U.S. [TEEN+ Data Snapshot, Issue 2: Smart Vapes](#).

<sup>2</sup> CDC Foundation. (2026). Monitoring Tobacco Product Use Among Youth and Young Adults in the U.S. [TEEN+ Data Brief, Issue 3](#).

<sup>3</sup> CDC Foundation. [Monitoring U.S. E-Cigarette Sales: National Trends](#). Data from Circana, which includes e-cigarette sales data from convenience stores, gas stations and other retail store chains. Sales from the internet and tobacco-specialty stores, including vape shops, are not included.

<sup>4</sup> Roberts, ME, et al. (2026). Adolescents’ and Young Adults’ use of “Boost” mode in their E-cigarettes. Tobacco Control. 2026 Feb 20;tc-2025-059827. doi: 10.1136/tc-2025-059827. Epub ahead of print. PMID: 41720593.

<sup>5</sup> Galimov, A, et al. [Smart Disposable E-cigarettes: characteristics and capabilities of new generation devices](#). Tobacco Control blog post. March 25, 2025. Rupprecht, LE, et al. (2015). Behavioral mechanisms underlying nicotine reinforcement. Current Topics in Behavioral Neurosciences, 24:19-53.

<sup>6</sup> HHS, Office of the Surgeon General. [Sound the Alarm: Youth Vaping Can Harm](#). September 15, 2025.