

**Supplemental Tables:**

Supplemental Table 1. JUUL-focused Accounts/Profile on Instagram (As of February 15<sup>th</sup>, 2018)

<b>Account/Profile</b>	<b># of Posts</b>	<b># of Followers</b>	<b># of Following</b>	<b>Note</b>
Juulvapor	129	32,300	401	Official account of JUUL
Juulnation	632	81,000	7,492	Account belongs to EonSmoke, an online outlet <a href="https://www.eonsmoke.com/">https://www.eonsmoke.com/</a>
Juulcentral	1,192	58,000	6,827	Account belongs to EonSmoke, an online outlet
Juulwraps	53	10,500	0	Account belongs to JuulWraps, an online outlet. <a href="https://juulwraps.com/">https://juulwraps.com/</a> (Custom And Designer Skins For Juul)
Juul_university	333	14,100	879	Account belongs to EonSmoke, an online outlet
Doit4juul	1,850	81,800	6,882	Account belongs to EonSmoke, an online outlet
Juul.girls	41	472	132	Account belongs to UUL Skins, an online outlet <a href="https://www.uulskins.com/">https://www.uulskins.com/</a> (Premium Skins & Accessories for JUUL, Phix, & Rubi).
<b>Total</b>	<b>4,230</b>	<b>278,172</b>	<b>22,613</b>	