

Innovation is defined as taking a unique approach to an existing problem. While many solutions are available to any type of problem, there is often an “ideal” solution that benefits the largest amount of people, things, or simply outcomes. Innovating results in two general outcomes. On one side, a problem can be *solved*. On the other, a problem can be *avoided*. Given this generalized distinction, it is impossible to determine whether one is better than the other. However, sometimes innovation can fail to do both, and result in the opposite effect – exacerbating and spreading the problem.

Cigarettes were and still are a significant societal problem. The issues they cause are limitless, both directly and indirectly to the people around an actively lit cigarette. In recent years, the shift in public perception and modern product design led to a demand for a “better cigarette”, something that got consumers to smoke less and feel better. With this new demand, the electronic cigarette came to life. It boasted better health outcomes compared to cigarettes, the opportunity to “flavor” a nicotine buzz, and an easy disposable design, that ensured the product always looked at its best when in use.

The negative impact of the innovation came not from its benefits, but from its undetermined costs. Given its classy, modern look, it became a hit among children and young adults. From the moment the first young adult got their hands on their first vape, the toxic triangle was formed. The toxic leader being the brand of the electronic cigarette, they advertised in an appealing way for young adults and children – the susceptible followers. The conducive environment which are the peers of the susceptible followers – kept the students going back for more. This problem spread until the government was forced to step in and regulate. Even now, the issue is still present

among young adults. The innovation to improve the effects of cigarettes backfired and has created a new long-term lung problem, that was fading with the popularity of cigarettes