

ABOUT E-CIGARETTES

THE BIRTH OF ELECTRONIC CIGARETTES

Electronic cigarettes were first developed by Hon Lik, a Chinese pharmacist who patented his idea in 2003. Although Lik patented the electronic cigarette and e liquid in 2003, the product was not introduced to the US and Europe markets until 2006.

WHAT IS AN E CIGARETTE (OR PERSONAL VAPING DEVICE)

A Personal Vapourizer or PV (otherwise known as an electronic cigarette, or e-cig) is an electrical device that simulates the act of tobacco smoking by producing an inhaled mist bearing the physical sensation, appearance, and often the flavour and nicotine content of inhaled tobacco smoke.

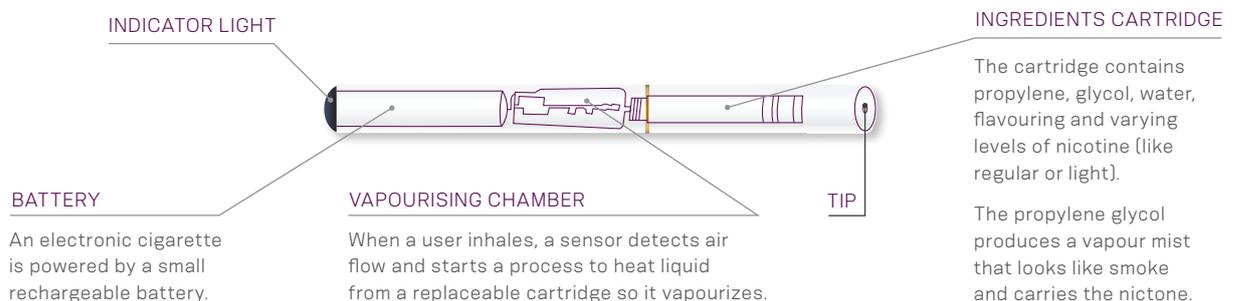
The device uses heat to vapourize a propylene glycol or glycerin-based liquid solution into an aerosol mist, similar to the way a nebulizer or humidifier vapourizes solutions for inhalation.

They may or may not look anything like a regular tobacco cigarette but the point is no combustion is involved and it contains no tobacco so (nicotine is optional) the risks of smoking are completely removed.

HOW DOES THE ELECTRONIC CIGARETTE WORK?

A rechargeable battery powers a heating element called an atomizer which touches a cartridge holding e-liquid (aka nicotine liquid). The atomizer heats (steams) the liquid turning it into a vapour which is inhaled and delivers nicotine to the bloodstream. After the nicotine is absorbed, the excess is vapour not smoke.

ELECTRONIC CIGARETTES DELIVER AN ODOURLESS, SMOKELESS DOSE OF NICOTINE TO USERS.



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WHAT IS THE DIFFERENCE BETWEEN DISPOSABLE AND RECHARGEABLE ELECTRONIC CIGARETTES

Basically its different technology. Disposable products are a one piece design and are made to throw away after a certain number of puffs which varies between 200-500 depending on the size.

A rechargeable product is normally a 2 x piece design which comprises of a rechargeable battery and a cartridge which contains the E Liquid. Most cartridges are designed to last about the same as a pack of cigarettes and are then disposed of. The user then purchases refill cartridges often sold in a pack of 5.

Rechargeable E Cigarettes are considerably less expensive if used over a period of time.

WHAT IS THE LIQUID IN AN E CIGARETTE

E-Juice, also known as smoke juice. There are four ingredients in our E-Juices:

1. PROPYLENE GLYCOL (PG):

The stuff you find in food flavorings, medicines, soft drinks, salad dressings, cake mixes, shampoos... you get the drift. This is what holds the Flavours and dilutes the nicotine concentration to your desired level.

2. VEGETABLE GLYCERIN (VG):

A product found in most skin care products, cosmetics, toothpaste, etc. This is what produces the vapour when you exhale.

3. FLAVOURS

This is the best part! You can get the same satisfaction and have flavours other than tobacco like menthol, coffee , mango ,strawberries, apple

IS THE E LIQUID SAFE TO USE?

The most important thing to remember about PG and VG is that both are considered "Generally Recognized as Safe" for consumption by the FDA (US Food and Drug Administration) , so you're already consuming them in processed food and applying them to your skin in the form of cosmetic products.

There is a large body of research on it going back 70 years that proves it is safe for inhalation. PG has been used for decades as an excipient in inhalable medicines. Some of its common uses are in asthma inhalers, in the nebulizers used by lung transplant patients, and inhalable treatments for patients with lung diseases. It is used in inhalation therapies for patients with the most delicate lung conditions and in the most fragile health.

Here is an interesting fact. Nicorette Inhaler has the same active ingredient as KIKIT E-Cigarettes. PG (Propylene Glycol)...exactly the same.

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WHY DOES THE THERAPEUTIC GOODS ADMINISTRATION (TGA) SAY THAT ELECTRONIC CIGARETTES MAY BE DANGEROUS?

The study the TGA refers to was conducted by the American FDA and announced via Press Release in July 2009. The problem is they left out some important information.

A day's supply of liquid contains no more nitrosamines ("carcinogens") than FDA-approved nicotine products. Although the FDA characterized diethylene glycol (DEG) as antifreeze, actually DEG is a chemical used to keep tobacco moist.

The quantity detected was well below toxic levels.

In short, the FDA did not find harmful quantities of any substance.

WHAT IS IN THE EXHALED VAPOUR/STEAM?

Its not smoke its vapour . The vapour is visible and simulates smoke and most times contains a mixture of trace amounts of and propylene glycol and vegetable glycerin.

IS THERE SECONDHAND SMOKE?

Non-smokers hate being around cigarette smoke. It aggravates allergies, stings eyes, smells awful and lingers in the air for what feels like an eternity. E-cigarette vapour has a mild scent that lingers in the air for just a second or two before fading away permanently. It smells nothing like smoke. In most cases, you can't smell e-cigarette vapour at all unless you are next to the person using the e-cigarette.

WHO USES THIS PRODUCT?

When e cigarettes first came out, they kind of had the fad appeal to them. People would say it will never catch on, they are temporary, people would never replace traditional tobacco cigarettes with electronic cigarettes. Oh were they WRONG!

This product is intended for smokers and others addicted to nicotine who are looking for a less hazardous way to maintain their nicotine usage and avoid known risks to their own health and the health of those around them.

DOES IT CONTAIN TOBACCO?

No. The name electronic cigarette is quite deceiving since the device actually contains no tobacco and nothing burns. The lack of combustion means reduced carcinogens, no smoke and no tar. It merely contains food flavouring's to provide the smoker with a taste that replicates a tobacco cigarette.

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TOBACCO AND YOUR TEETH

People who smoke traditional tobacco cigarettes are up to seven times more likely to lose their teeth than those who do not smoke, a recent study indicates.

Toxins in tobacco can lead to gum deterioration, which can lead to tooth loss. Postmenopausal female smokers, for whom lower estrogen levels also play a factor in gum health, are at particular risk, according to the study published in March in the Journal of the American Dental Association.

This means that younger women who give up smoking or who switch to an alternative to traditional cigarettes may protect themselves from losing their teeth later in life.

DOES USING THE DEVICE SAVE MONEY OVER SMOKING REGULAR CIGARETTES?

Absolutely. E-cigarettes are on average less expensive than traditional tobacco cigarettes. While cost savings of using e-cigarettes are not the only reason why more and more people are choosing to switch to e-cigarettes, saving money is definitely a factor as to why people are open to try and continue to use electronic cigarettes. The average pack a day smoker spends about \$7000 a year on cigarettes. Using electronic cigarettes and consuming 1 x cartridge a day with a rechargeable electronic cigarette costs \$1460.

IS IT LEGAL TO USE INSIDE?

Yes. Any establishment, however, reserves the right to ask you not to use it on their property so please be courteous and step outside if asked.

CAN YOU USE E-CIGARETTES TO QUIT SMOKING?

The key with e-cigarettes is that they are considered smoking alternatives meaning that they can be used in place of tobacco cigarettes. Since there is no tar, no ash and no smoke, they can be used just about anywhere, just about any time. There are many testimonials where switching to e-cigarettes has drastically cut back on the usage of tobacco products even the total elimination of the use of cigarettes although from time to time they will still use their e-cigarettes when the need or urge arises.

KIKIT makes no claim about e cigarettes as a smoking cessation device.

IS NICOTINE DANGEROUS

From the Nicobate website:

A popular myth about smoking is that the nicotine in cigarettes is what causes cancer and other health risks. The truth is that aside from nicotine cigarette smoke contains over 4,000 other chemicals, including at least 50 that increase your risk of cancer.

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From the Nicorette website:

Fact: Nicotine is not proven to cause cancer. It is the myriad of toxins in cigarette smoke, rather than the nicotine content, that is responsible for the majority of the harmful effects...

WHAT ARE THE ADVANTAGES OF VAPING OVER SMOKING

- Completely smoke free - nothing is burned.
- No combustion means none of the 4000-10,000 chemicals reported to be contained in smoke.
- No Tar, no carbon monoxide, no ash.
- No smoking odour on fingers or clothes with no residual smell.
- No more yellow teeth.
- No dirty butts to dispose of.

ARE E-CIGARETTES SAFER THAN TOBACCO CIGARETTES?

The answer to this question is Yes . Breathing in any smoke, tar, thousands of chemicals found in tobacco cigarettes is scientifically proven to be harmful. The smoke and carcinogens found in tobacco cigarettes were of such concern that they have been thoroughly tested and proven deadly.

In regards to e-cigarettes, there are many claims about e-cigarettes but the fact of the matter is that the government does not feel that e-cigarettes are of such a great concern that they must be tested and analyzed for safety or that they have been tested to be proven safe. I am confident that if such testing were done an e-cigarettes were found to be in fact more dangerous, that the government would release those findings to the public immediately just as they have done with various tobacco products.

A short list of the toxic chemicals (some of them may be known to you) found in tobacco smoke:

- Acetone (nail polish remover).
- Cadmium (used in batteries).
- Carbon Monoxide (car exhaust).
- Hydrogen Cyanide (poison).
- Arsenic (poison).
- DDT/Dieldrin (pesticide banned in the 1970's).
- Ethanol (alcohol).
- Butane (lighter fluid).
- Ammonia.
- Methane.
- Polonium 210 (poison, radioactive).

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Below is a graph that is a powerful comparison chart for a case that Electronic Cigarettes may be better for you than Tobacco Cigarettes.

Maximum Tobacco-Specific Nitrosamine (Carcinogen) Levels in VARIOUS CIGARETTES AND NICOTINE-DELIVERY PRODUCTS (ng/g, except for Nicotine gum and patch which are ng/patch or ng/gum piece)

PRODUCT	TOBACCO SPECIFIC NITROSAMINES				
	NNN	NNK	NAT	NAB	TOTAL
Electronic cigarettes (2)	3.87	1.46	2.16	0.693	8
Nictone gum (1)	2.00	Not detected	Not detected	Not detected	2
Nictone patch (1)	Not detected	8.00	Not detected	Not detected	8
Swedish snus (3)					2,400
Winston US (1)	2200	580	560	25	3,365
Newport US (1)	1100	830	1900	55	3,885
Malboro NZ (3)					6,600
Camel (1)	3100	1400	2800	150	7,450
Skoal (1)	4500	470	4100	220	9,290
Malboro US (1)	4300	1800	4900	190	11,190

Sources:
Stepanov I, Jensen J, Hatsukami D, Hecht SS. Tobacco-specific nitrosamines in new tobacco products. *Nicotine and Tobacco Research* 2006; 8:309-313.
Laugesen M. Safety report on the Ruyan e-cigarette cartridge and inhaled aerosol. Christchurch, New Zealand: Health New Zealand Ltd, 2008.

E-CIGARETTES AND HEALTH RISKS

No list of e-cigarette pros and cons would be complete without discussing the drawbacks of e-smoking. In fact, it turns out that health can potentially be either a benefit or a drawback. There are some potential side effects associated with e-cigarettes and it's important to be aware of those before you get started. For example, some e-cigarette owners have reported dehydration, perhaps because of propylene glycol's ability to absorb and trap water. It's a good idea to drink a little extra water while e-smoking to counter this. In addition, some e-smokers have discovered that they are sensitive or allergic to propylene glycol.

So, those are the short-term health risks of e-cigarettes. The long-term risks are still unknown. Propylene glycol and vegetable glycerin are two common additives in products such as food and cosmetics, but no one knows the long-term effects of inhaling them. In addition, there seems to be conflicting information regarding whether or not nicotine on its own is a carcinogen. We do know, however, that nicotine can have unwanted effects on the circulatory system and blood sugar.

Nicotine is also dangerous during pregnancy and can interfere with breastfeeding. So, it is important to consider all of these factors and consult a doctor before using e-cigarettes.

It's best for your health if you don't use any product containing nicotine at all. If that isn't an option, consider the e-cigarette pros and cons and decide for yourself whether using e-cigarettes might be better than continuing to smoke.