

E-Cigarette FAQ



What is an Electronic Cigarette?

The non-flammable electronic cigarette is driven by modern microelectronic technology, a small rechargeable battery and a unique, safe replaceable cartridge containing water, nicotine, and inert ingredients.

How Do Electronic Cigarettes Work?

Electronic cigarettes perform similarly to traditional smoking. It looks, feels and tastes like a cigarette or cigar, and delivers all the pleasures of smoking, without all the problems. The secret to what makes electronic cigarettes better than traditional smoking is what is inside this revolutionary new product.

When using electronic cigarettes, the act of inhaling or smoking it produces the tactile and craving satisfactions traditional smokers seek, and triggers a vaporizing process that releases a simulated smoke that is actually a vapor mist that harmlessly evaporates into the air within a few seconds.

How do e-cig ingredients compare to tobacco products?

The number of ingredients in electronic cigarettes and the outcome of those ingredients when used are vastly different and infinitely safer than those found in traditional cigarettes and cigars.

Electronic Cigarettes contain only water, propylene glycol, nicotine, a scent that emulates a tobacco flavor and a membrane to suspend the ingredients. None of these ingredients are considered cancer-causing agents. The Food and Drug Administration deems propylene glycol safe. Nicotine itself is not believed to have toxicological effects, offers some therapeutic uses and can be found in pepper, tomato, eggplant and potato. Cigarettes and cigars, meanwhile, commonly contain tobacco, hundreds of additives, nicotine, glue and paper, which when ignited, according to the Centers for Disease Control; harm nearly every organ of the body, and cause cancer, and cardiovascular and respiratory disease.

What is propylene glycol?

Propylene glycol is a commonly used organic compound that is recognized as generally safe by the Food and Drug Administration. It is used in food coloring, and flavoring, as an additive to keep food, medicines and cosmetics moist, and in machines that simulate smoke. In electronic cigarettes, propylene glycol functions to provide the vapor mist that looks like smoke and to suspend flavor.

What is nicotine and how does it affect the body?

Nicotine is an alkaloid found in certain plants, predominantly tobacco, and in lower quantities tomato, potato, eggplant and green pepper. When absorbed in small amounts, whether from cigarettes, cigars or electronic cigarettes, nicotine can cause stimulation, a feeling of relaxation, calmness, and alertness. The effects of nicotine can last from minutes to hours, and nicotine is considered habit forming and addictive. The carcinogenic properties of nicotine in a standalone form (i.e., separated from smoking or chewing tobacco) have not been evaluated by the International Agency for Research on Cancer, however current available literature indicates that nicotine in standalone form does not promote the development of cancer in healthy tissue and has no mutagenic properties.

How do you use Electronic Cigarettes?

Electronic Cigarettes are a very easy-to-use, convenient product. It is rigid, doesn't crush and can be stored in a purse, pocket, drawer and any other handy location. When you are ready to use an Electronic Cigarette, simply unscrew the indicator light tip at one end of the device, insert a rechargeable battery, and screw the tip back on. Then, at the opposite end of the device, screw on your choice of cartridges. At this point, in just a few easy steps, you are ready to begin to enjoy Electronic Cigarettes.

How long does a refill cartridge last?

It may last several hours to a few days, depending on your smoking habit. One cigarette cartridge will last the equivalent of about one pack of cigarettes. The average pack of cigarettes contains 20 cigarettes, and the average cigarette yields about 15 drags. So, one pack equals 300 drags, and two packs equal 600 drags. It is anticipated that one refill cartridge will yield about 300 drags.

How long does the battery last before needing a recharge?

Certain starter kit comes with multiple batteries so you can always be recharging a battery while using another battery to use your Electronic Cigarette. The first time you charge your batteries, you should do so for 2 hours. The average battery will hold its charge up to one week. The indicator light tip will dim gradually indicating the loss of battery charge. After its initial charge, a battery will recharge to its full charge in about 1-2 hours.

How do I charge the battery?

You need to charge the battery until the light of the charger turns green from red. We recommend you charge one more hour after the light turns green.

What do Electronic Cigarettes taste and smell like?

Most users of Electronic Cigarettes will tell you the flavor emitted by the product replicates cigarettes and cigars, yet the odor from e-Cigarettes is barely noticeable unlike traditional cigarettes and cigars that create lingering, difficult-to-neutralize smells in rooms, cars and clothing.

Where does the smoke go?

Electronic Cigarettes emit what appears to be smoke, but is actually a harmless vapor mist that evaporates into the air within seconds, similar the functioning of a humidifier. Electronic Cigarettes leave no visual residue in the air, whereas traditional smoking can leave an unsightly, acrid cloud known to irritate eyes and bother people's senses.

Can I smoke Electronic Cigarettes anywhere?

Technically yes. Since Electronic Cigarettes are non-flammable and contain no tobacco, it is not smoking and its use is not prohibited by law. Our customers have used the product in restaurants, on airplanes, at work and in other places where traditional smoking is banned.

Electronic Cigarettes also offer a way to smoke in places where smoking was legal but may have been discouraged by friends and family, such as in cars or at home.

Still, do not be surprised when people ask when you are smoking Electronic Cigarettes. After all, to the casual observer, using Electronic Cigarettes creates the appearance of traditional smoking. Customers report that simply explaining to others how Electronic Cigarettes work usually creates acceptance for using the product anywhere.

Are Electronic Cigarettes right for anyone?

Electronic Cigarettes are intended for use only by adults. No one under the legal smoking age in your state should use Electronic Cigarettes, and Electronic Cigarettes are not to be sold to persons under the legal smoking age of your state. Additionally, Electronic Cigarettes should not be used by anyone who is pregnant or has health concerns without first consulting the advice of a physician.

What are the leading reasons people use E Cigarettes?

Most people who smoke, smoke because they enjoy the tactile, emotional and physical sensations. Electronic Cigarettes provide all those same pleasures, but without all the problems commonly associated with traditional smoking. The leading reasons people use Electronic Cigarettes include:

Reduced health risk Freedom to smoke anywhere Social inclusion versus isolation No first or second hand smoke virtually odorless Non-flammable, convenient lower cost than traditional smoking.

Are Electronic Cigarettes a smoking cessation device?

No. Electronic Cigarettes have never been proven to be a cessation device and are not sold or marketed as such. Electronic Cigarettes are an alternative to smoking that offer reduced health risk, freedom to smoke anywhere, social inclusion versus isolation, no first- or second-hand smoke, virtually odor-free smoking, non-flammability, convenience, and lower cost than traditional smoking.

Do Electronic Cigarettes cost more or less than traditional smoking products?

Less. Electronic cigarettes are more affordable than traditional smoking. If you average smoking one pack of cigarettes a day, at an average cost of \$6 per pack, Electronic Cigarettes will begin saving you money on about your 40th day of using the product as an alternative to traditional smoking. Over the course of a year's time, the savings would amount to more than \$1,000. If you smoke two packs of cigarettes a day, the annual savings is doubled, and you begin saving in half as much time, or about 20 days.

Save money within 60 Days:

\$360 = 60 days x 1 pack of cigarettes per day x \$6 per pack of cigarettes

\$249 = 1 starter kit (\$99) + 30 cartridges x \$5 per cartridge

Save More Than \$1,000 a Year:

\$2190 = 365 days x 1 pack of cigarettes per day x \$6 per pack of cigarettes

\$1009 = 1 starter kit (\$99) + 182 cartridges x \$5 per cartridge

Please note that these prices are estimates, and may vary.

Are there any maintenance issues and if so what are they and how are they resolved?

Electronic Cigarettes are very easy to use. In general, the only maintenance required is charging and replacing batteries, as well as inserting fresh cartridges. It is recommended to keep the device away from water. On occasion (at most monthly), you may need to reset the microelectronics in the device, and this is accomplished by inserting the end of a paperclip into the small reset hole on the side of the device, and holding for about 3 seconds.

Are there any aspects about the product I should be aware of when using it?

Yes, just like with many over the counter products, the manufacturer considers its product safe, and wishes to make customers aware of scenarios in which the product should not be used. Electronic Cigarettes are for use by smoking adults, not for non-smokers or by children, pregnant women, women breast feeding, or persons with or at risk of heart disease, high blood pressure, diabetes, or taking medicine for depression or asthma. Consult a physician if you experience nicotine misuse symptoms such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat. If you smoke tobacco products, you are encouraged to stop. Electronic Cigarettes are not a smoking cessation product and is not to be used as such.