

OUR E-LIQUID INGREDIENTS UNDERGO A RIGOROUS RISK ASSESSMENT PROCESS



RECEIVE FULL DISCLOSURE OF INGREDIENTS FROM SUPPLIER(S)

CONFIRM INGREDIENTS ARE PHARMA AND/OR FOOD GRADE



REJECT ANY INGREDIENTS DEEMED RESPIRATORY SENSITISER OR SUBJECT TO REGULATED STATUS

PERFORM RISK ASSESSMENT OF E-LIQUID COMPOSITION



PERFORM BIOLOGICAL TESTING ON NEAT E-LIQUID AND VAPOUR

LAUNCH NEW E-LIQUID



POST-LAUNCH TESTING AND POST-MARKET SURVEILLANCE

- All our e-liquid formulations are tested by a dedicated team of professional toxicologists.
- We are committed to driving improved product standards across the vape category while continuing to build trust with regulators, retailers and consumers.

Using our science to help adult smokers switch to something better