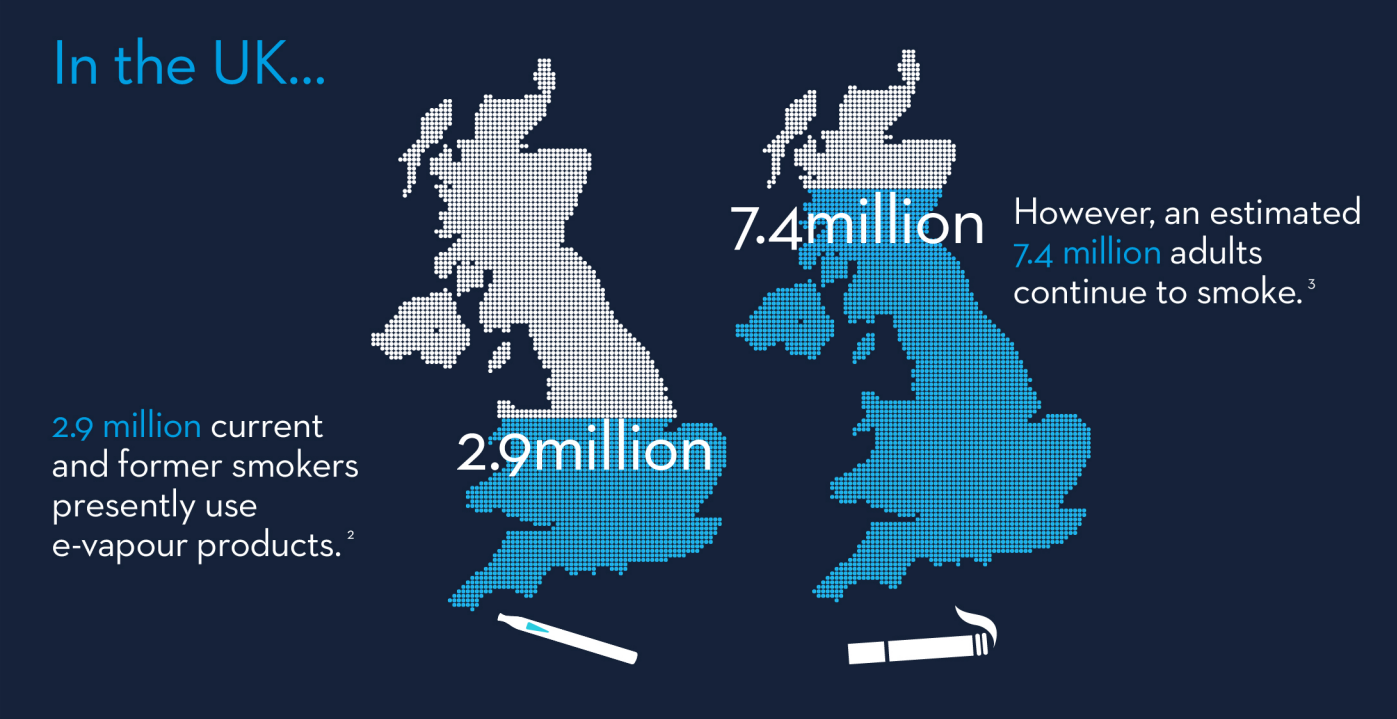


Nicotine salts can help more adult smokers transition to vaping

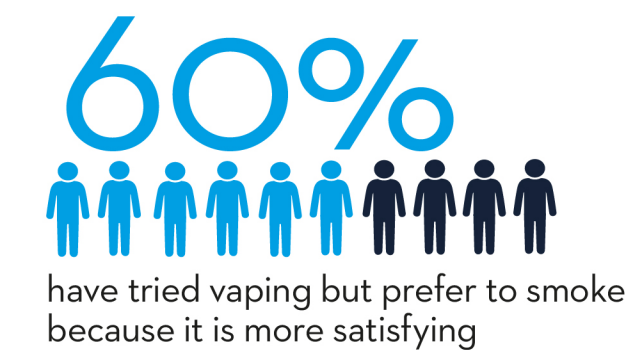
E-vapour manufacturer, blu, conducted clinical research examining how adult smokers absorb the nicotine delivered by our nicotine salt-containing products, and whether this reduced their desire to smoke.¹

The results indicate that nicotine salts may be key to facilitating more adult smokers switching to e-vapour.

While there is a growing consensus that vaping is substantially less harmful than smoking, currently only a minority of smokers have fully switched to e-vapour.

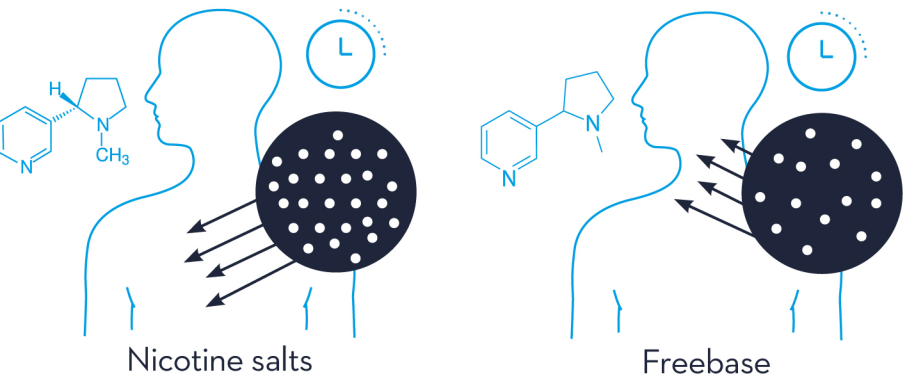


Of those who currently smoke exclusively



The difference between ‘freebase’ nicotine and nicotine salts

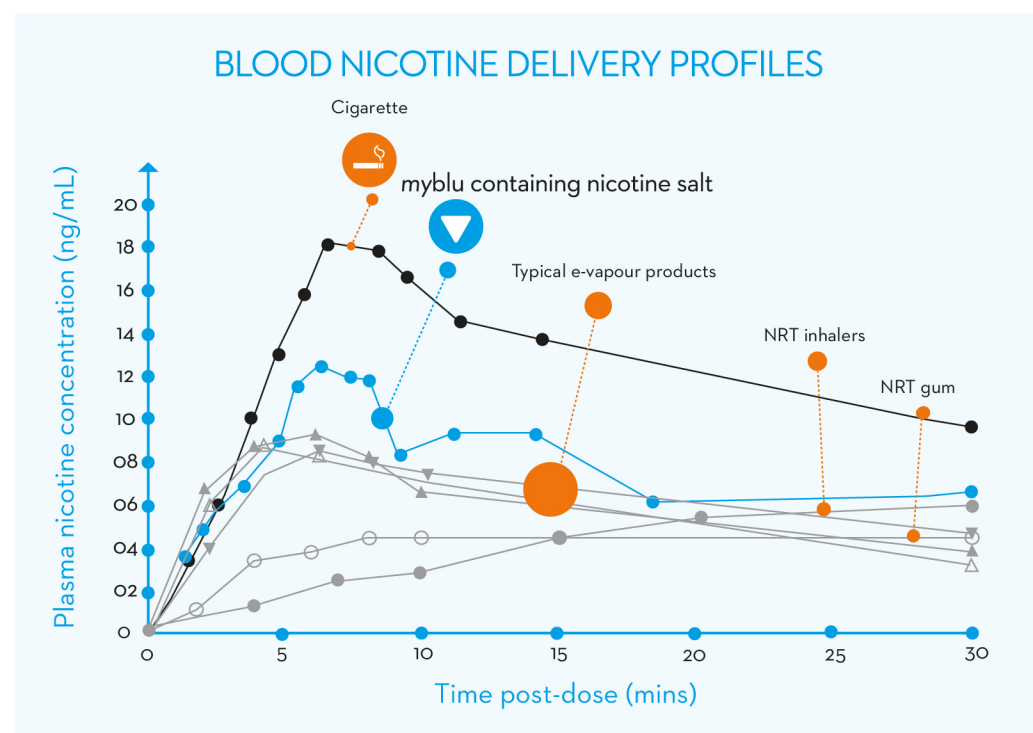
The form of nicotine ordinarily used in e-liquids is termed ‘freebase’. Freebase nicotine is volatile and so when vapers inhale an e-vapour aerosol, the nicotine “off-gases” (evaporate) and deposits in the mouth/upper respiratory tract, where it is slowly absorbed into the blood.



Nicotine salts are less volatile than freebase, and remain in the inhaled e-vapour aerosol until it reaches the lung, where it is absorbed more quickly. This provides instant satisfaction, more akin to smoking a cigarette.

How nicotine salts can help...

Medically licensed nicotine replacement therapy (NRT) methods – including nicotine patches – have proven largely unsuccessful in curbing the desire to smoke.



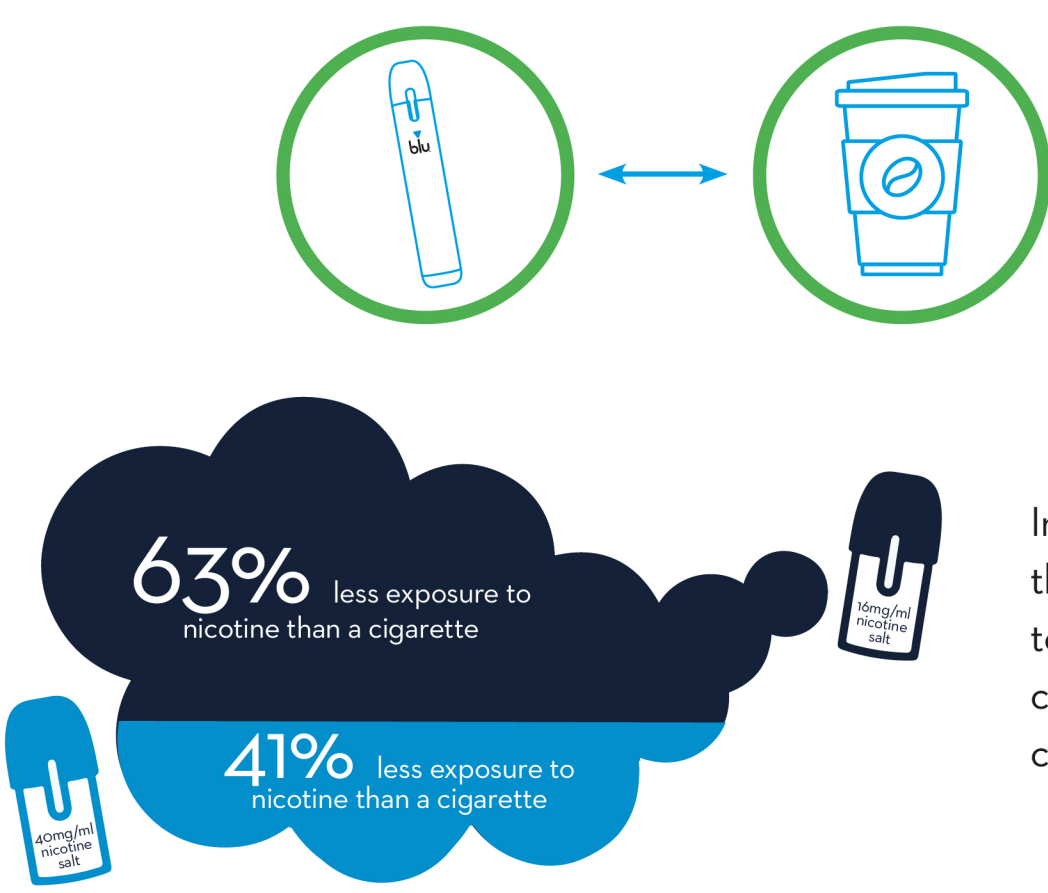
Nicotine salts provide greater satisfaction more akin to smoking a cigarette.



Our research suggests myblu 40 mg/mL nicotine salt has the closest nicotine uptake profile to cigarettes, providing the greatest relief in the desire to smoke. This may be key to facilitating more adult smokers’ transition to e-vapour products. Unfortunately, under current EU regulations this product is not permitted.⁶ This potentially limits vaping’s effectiveness as a smoking alternative, especially in the case of heavier smokers.

Exposure to Nicotine

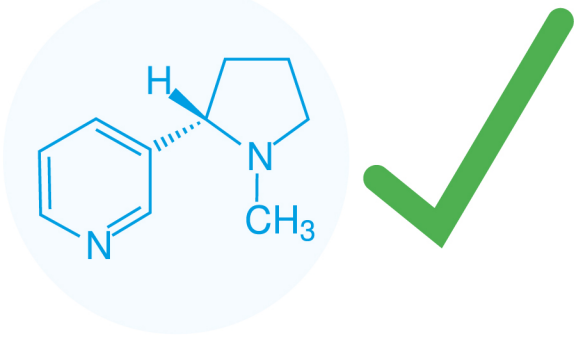
Nicotine is suggested to be no more harmful than caffeine⁷ but our products do contain a health warning that nicotine is an addictive chemical.



In our study we found there was less exposure to nicotine with myblu compared to traditional cigarettes.

Nicotine salts are well tolerated

There were no safety concerns following use of our nicotine salt e-vapour products during the duration of the study.



Sources:
1 O’Connell, G. et al. 2019, ‘A Randomized, Open-label, Cross-over Clinical Study to Evaluate the Pharmacokinetic Profiles of Cigarettes and E-Cigarettes with Nicotine Salt Formulations in US Adult Smokers’, Internal and Emergency Medicine. 2 <https://publications.parliament.uk/pa/cm201719/cmselect/cmsctech/505/50508.htm> 3 <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2017> 4 McNeill, A. et al. (2018). Evidence review of e-cigarettes and heated tobacco products 2018. A report commissioned by Public Health England, London: Public Health England 5 Konstantinos F (2017) Electronic cigarettes: an aid in smoking cessation, or a new health hazard? Therapeutic advances in respiratory disease:1753465817744960. doi:10.1177/1753465817744960 6 <https://www.gov.uk/guidance/e-cigarettes-regulations-for-consumer-products> 7 <https://www.rsph.org.uk/about-us/news/nicotine-no-more-harmful-to-health-than-caffeine-.html>