Nicotine salts can help more adult smokers transition to vaping

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

The results indicated the nicotine salts may be key to facilitating more adult smokers switching to e-cigarettes.

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-cigarettes.

In the UK...

7.4 million current smokers

2 million have tried vaping but have not switched

2 million have tried vaping but have not switched

60%

40%

have tried vaping but do not plan to switch because it is not satisfying

have never tried vaping

The difference between ‘freebase’ nicotine and nicotine salts

Nicotine salts are less volatile than freebase, and remain in the inhaled e-cigarette aerosol until it reaches the lungs, where it is slowly absorbed into the blood.

Freebase nicotine is volatile and so when vapours inhale an e-cigarette aerosol, the nicotine ‘vapourizes’ (vaporizes) and deposits in the mouth and respiratory tract, where it is slowly absorbed into the blood.

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

How nicotine salts can help...

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

Current NRT Methods

76% not satisfied

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

Our research suggests multi-alit myér, 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-cigarette products. Unfortunately, under current EU regulations this product is not permitted.

This potentially limits vaping’s effectiveness as a smoking alternative, especially in the case of heavier smokers.

63% Nicotine salts are well tolerated

41% Nicotine salts are well tolerated

Exposure to Nicotine

Nicotine is suggested to be no more harmful than caffeine! 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 multi-alit compared to traditional cigarettes.

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

References

