WHAT IS VAPING?

- Vaping is a less harmful alternative to smoking
- Smoking involves burning tobacco. This process is the main cause of smoking-related diseases
- Vaping doesn’t involve tobacco at all
- Vaping is a proven way for adult smokers to reduce and replace cigarettes over time

WHAT IS myblu?

- myblu is our cutting-edge vaping device
- The simple ‘click & go’ pod format combines power with portability

OUR E-LIQUIDS

- Manufactured in the UK
- Tested by a dedicated team of professional scientists
- Subject to strict risk assessment processes
- Not tested on animals
- Pods are pre-filled, guaranteeing the e-liquid within meets our high quality standards

OUR PRODUCT STANDARDS

- Device and pods subject to over 30 safety tests
- Compliant with numerous product standards, including:
  - CE certified and assessed by an independent third party in the UK
  - Restriction on use of certain Hazardous Substances in Electrical and Electronic Equipment Directive
  - Electromagnetic Compatibility Directive and Battery Safety Standard
- All myblu parts in contact with e-liquid/mouth are compliant with EU Food Contact Materials Standards
- Our pods are manufactured and filled in a clean room environment
- Batch code traceability
- Child-resistant packaging (ISO8317:2003 compliant)

THE ANATOMY OF SOMETHING BETTER

Vape by inhaling through the mouthpiece. The atomiser (located in the pod) activates automatically. Vapour is created through the device heating e-liquid inside the pod. Unlike cigarettes, there’s no tobacco combustion involved. This means no harmful smoke.

WE BELIEVE VAPING OFFERS SOMETHING BETTER FOR THE WORLD’S SMOKERS

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Battery: rechargeable 350 mAh for all-day vape.

LED: lights up blue when vaping, switching to orange (and red) as the battery depletes.

Micro USB fast charger.
VAPING AND USER HEALTH

**myblu vapour:**
- is over 95% less toxic than cigarette smoke
- contains up to 99% fewer harmful chemicals than cigarette smoke
- has a similar impact on our lung-in-the-lab as normal air, even up to 400 continuous puffs
- adult smokers switching to blu have experienced drastic reductions in the levels of harmful chemicals in their body

VAPING AND BYSTANDERS

- myblu produces no 'side stream' emissions, unlike the burning tip of a cigarette
- exhaled myblu vapour is formed from liquid droplets which quickly evaporate, unlike cigarette smoke which can linger for up to an hour
- myblu vapour has no measurable impact on indoor air quality

VAPING AND YOUTH ACCESS PREVENTION (YAP)

- Most adults who vape are ex-smokers who have switched or current smokers. The main reason given for vaping is to quit smoking
- blu champions a strong focus on youth access prevention
- We educate retailers to help ensure vape products aren’t sold to minors
- We advise against industry advertising/labelling with potential youth appeal

Through vape products backed by science, blu is creating something better for the world’s smokers

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