



THE ANATOMY OF SOMETHING BETTER

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

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 time¹

WHAT IS myblu?

myblu is our cutting-edge vaping device



The simple 'click & go' pod format combines power with portability

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

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

We are committed to driving improved product standards across the vape category to build trust with regulators, retailers and consumers

- ▶ 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) 

Battery: rechargeable 350 mAh for all-day vape 

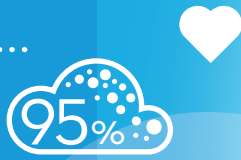
LED: lights up blue when vaping, switching to orange (and red) as the battery depletes 

Micro USB fast charger 

VAPING AND USER HEALTH

myblu vapour:

- ▶ is over 95% less toxic than cigarette smoke²
- ▶ contains up to 99% fewer harmful chemicals than cigarette smoke³
- ▶ has a similar impact on our lung-in-the-lab as normal air, even up to 400 continuous puffs⁴
- ▶ adult smokers switching to blu have experienced drastic reductions in the levels of harmful chemicals in their body⁵



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 hour⁶
- ▶ myblu vapour has no measurable impact on indoor air quality⁷



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



blu

SWITCHING FROM SMOKING TO VAPING

Vaping myblu satisfies smokers by replicating the smoking ritual while also delivering nicotine without tobacco, encouraging adult smokers to completely switch from cigarettes⁸

Over a third of adult smokers switched entirely to vaping blu after 90 days. In contrast, traditional Nicotine Replacement Therapy (NRT) products have an abstinence rate of less than 15% after 90 days⁹



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 smoking¹⁰
- ▶ 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



Find out more about our research by visiting www.imperialbrandsscience.com and following @ImperialBrands on Twitter



1 <http://ash.org.uk/information-andresource-fact-sheets/use-of-e-cigarettesamong-adults-in-great-britain-2018/>

2 Misra et al (2014) Comparative In Vitro Toxicity Profile of Electronic and Tobacco Cigarettes, Smokeless Tobacco and Nicotine Replacement Therapy Products: E-Liquids, Extracts and Collected Aerosols. Int J Environ Res Public Health <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4245615/>

3 Chemical Composition of myblu Pod-System E-Cigarette Aerosols: A Quantitative Comparison with Conventional Cigarette Smoke <http://www.fontemscience.com/wp-content/uploads/2018/06/2018-04-18-aerosol-chemistry-thr-summit-2018-poster-final.pdf>

4 Toxicological comparison of cigarette smoke and e-cigarette aerosol using a 3D in-vitro human respiratory model <https://www.sciencedirect.com/science/article/pii/S0273230019300443>

5 O'Connell, G et al. Toxicol Mech Methods, 2016 <https://www.ncbi.nlm.nih.gov/pubmed/27401591>

6 <https://academic.oup.com/ntr/advance-article/doi/10.1093/ntr/nty121/5040053>

7 Martuzevicius et al (2018) Characterization of the Spatial and Temporal Dispersion Differences Between Exhaled E-Cigarette Mist and Cigarette Smoke. Nicotine and Tobacco Research; O'Connell et al (2015). An Assessment of Indoor Air Quality before, during and after Unrestricted Use of E-Cigarettes in a Small Room. Int J Environ Res Public Health

8 The Value of Providing Smokers with Free E-Cigarettes: Smoking Reduction and Cessation Associated with the Three-Month Provision to Smokers of a Refillable Tank-Style E-Cigarette <https://www.mdpi.com/1660-4601/15/9/1914>

9 <http://www.fontemventures.com/news/37-of-smokers-fly-switch-to-vaping-blu-after-90-days-real-world-study/>

10 McNeill A, Brose LS, Calder R, Bauld L & Robson D (2019). Vaping in England: an evidence update. A report commissioned by Public Health England; <http://ash.org.uk/information-andresources/fact-sheets/use-of-e-cigarettesamong-adults-in-great-britain-2017/>