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 their nicotine salt-containing products, and whether this reduced their desire to smoke.

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

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

Of those who currently smoke exclusively

60% have tried vaping but prefer to smoke because it is more satisfying

40% have never tried vaping

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...

Nicotine salts can be more effective at curbing the desire to smoke than other nicotine replacement therapy (NRT) methods, including nicotine patches. 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.

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.

Nicotine salts are safer

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