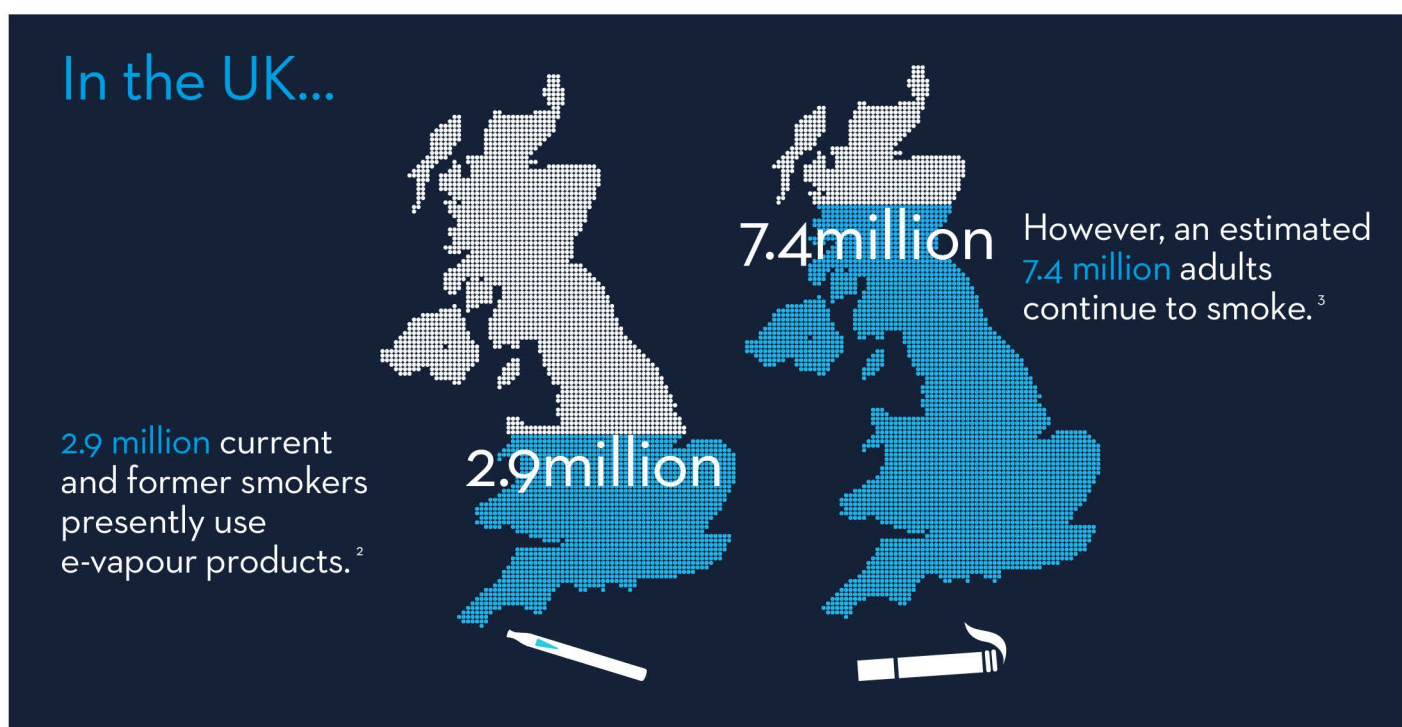


# Nicotine salts can help more adult smokers transition to vaping

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.<sup>1</sup>

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

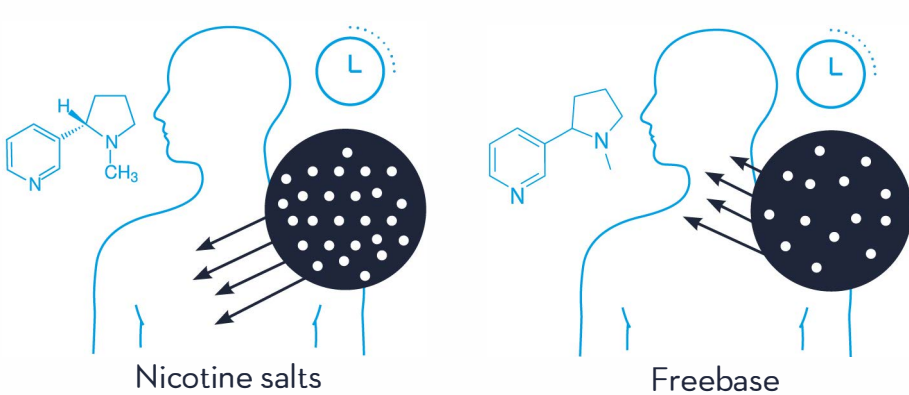
40%



have never tried vaping<sup>4</sup>

## 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.

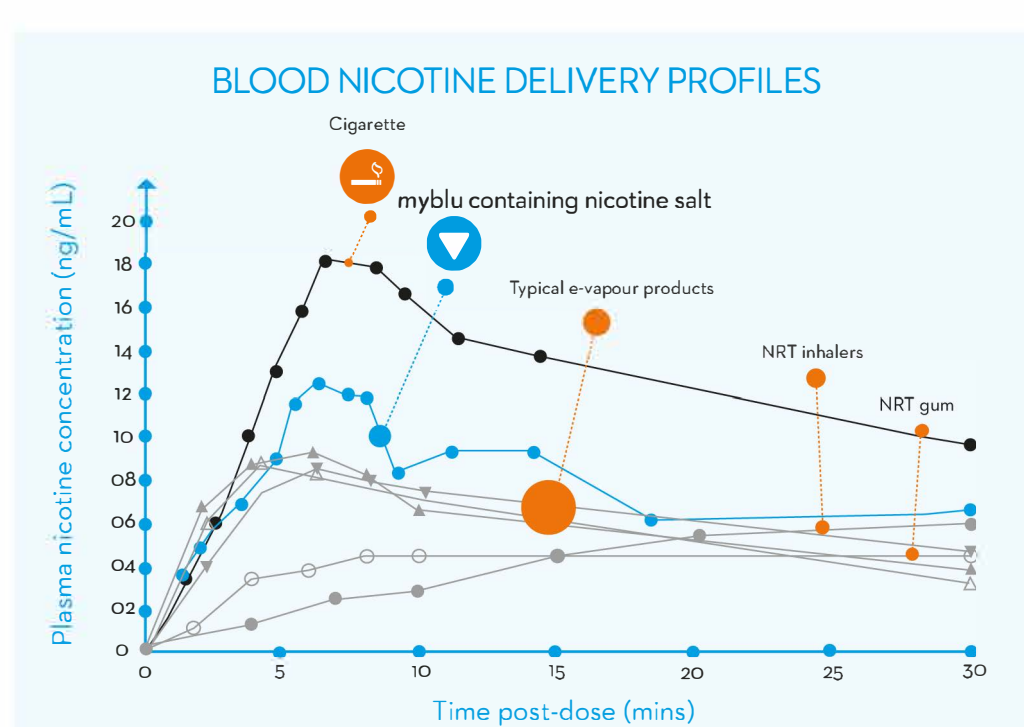


Current NRT Methods

12 months



Less than 7% smoking abstinence<sup>5</sup>



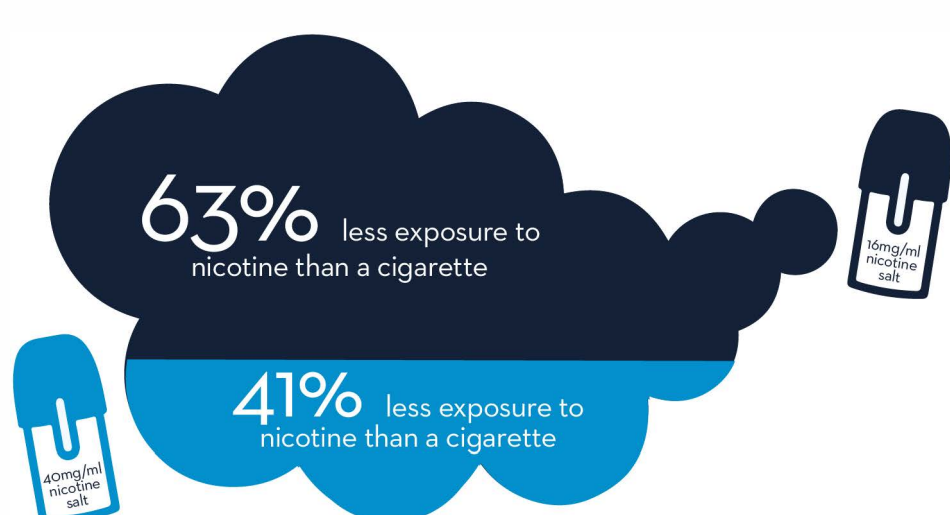
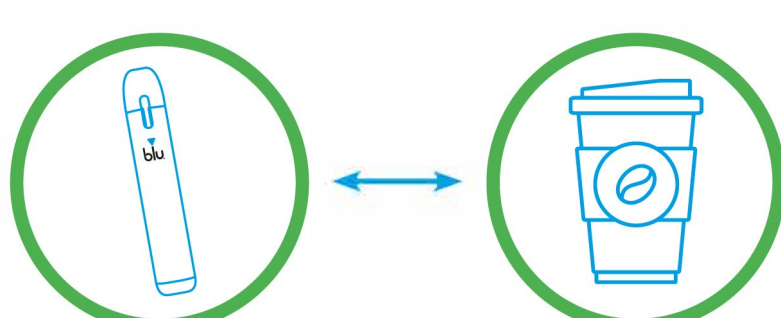
Nicotine salts provide greater satisfaction more akin to smoking a cigarette.



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.<sup>6</sup> This potentially limits vaping's effectiveness as a smoking alternative, especially in the case of heavier smokers.

## Exposure to Nicotine

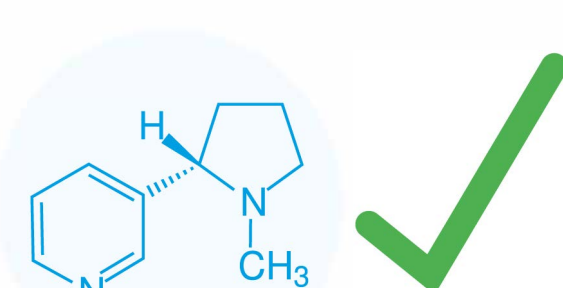
Nicotine is suggested to be no more harmful than caffeine<sup>7</sup> but our products do contain a health warning that nicotine is an addictive chemical.



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/cmstech/505/50508.htm> 3 <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsgreatbritain/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>