Many of the harmful chemicals in cigarette smoke were reduced by 99% in myblu vapour*

As well as a >99%* total reduction in 20 HPHCs identified by the US Food and Drugs Administration (FDA)

This drastic drop in toxicants was because none were present in levels high enough to be measured*

Of all the analytes, only water, nicotine and e-liquid aerosol droplets (ACM**) were found in observable levels

WHAT DID WE FIND?

myblu vapour...

▷ Is chemically simple compared to cigarette smoke
▷ Demonstrates drastic reductions in the levels of toxicants compared to those in cigarettes
▷ Shows substantially less toxicity in vitro compared to cigarettes due to much fewer harmful chemicals in its composition

THE SCIENCE OF SOMETHING BETTER

THE RESEARCH

myblu’ underwent four pre-clinical tests with the results* published in a peer reviewed journal

Alongside our existing clinical studies, they strongly indicate myblu’s harm reduction potential compared to continued smoking

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*Where a chemical was not quantifiable the limit of quantification (LOQ) or limit of detection (LOD) was used as a worst case scenario. To enable the % difference between my blu vapour and cigarette smoke to be calculated for each toxicant subset/class, when the value for the chemical was <LOQ or <LOD, the LOQ or LOD was used as a reference.

**Aerosol Collected Mass (ACM) composed of liquid droplets containing nicotine, propylene glycol (PG) and glycerol, recognised impurities in Pharmacopoeia-quality nicotine and eight thermal decomposition products of propylene glycol or glycerol.
myblu: less toxicants = reduced cell toxicity

Three recognised regulatory methods then tested the cytotoxicity, mutagenicity and genotoxicity of both myblu vapour and cigarettes. These three processes can cause problems in a biological system. That’s why we test for these toxicities as part of the Biological component in our Scientific Assessment Framework.

As well as a 99% reduction in cytotoxicity, myblu vapour demonstrated no genotoxicity or mutagenicity under test conditions – with results comparable to the air control.

OUR FINDINGS

- myblu vapour contains up to 99% fewer harmful chemicals than cigarette smoke, resulting in dramatic reductions in cell toxicity – up to 99% in terms of cytotoxicity.
- These results help pave way for further pre-clinical studies, giving the confidence to move forward to clinical assessment with adult smokers.

Crucially, this research continues to build our belief that blu offers a potentially less harmful alternative for adults who would otherwise continue to smoke.

THE “VAPE DEBATE”

An increasing body of science supports vaping’s dramatic tobacco harm reduction (THR) potential.

Vapes, alongside other NGPs, can potentially play a significant role in global public health strategies.

To succeed, these products must be supported by appropriate legislative frameworks.

Growing numbers of regulators, public health agencies and advocates agree.

WE URGE THE WORLD’S MEDIA, PUBLIC HEALTH BODIES AND REGULATORS WHO ARE STILL UNCONVINCED, TO CONSIDER THE EVER-GROWING BODY OF SCIENTIFIC EVIDENCE SUBSTANTIATING NGPS.