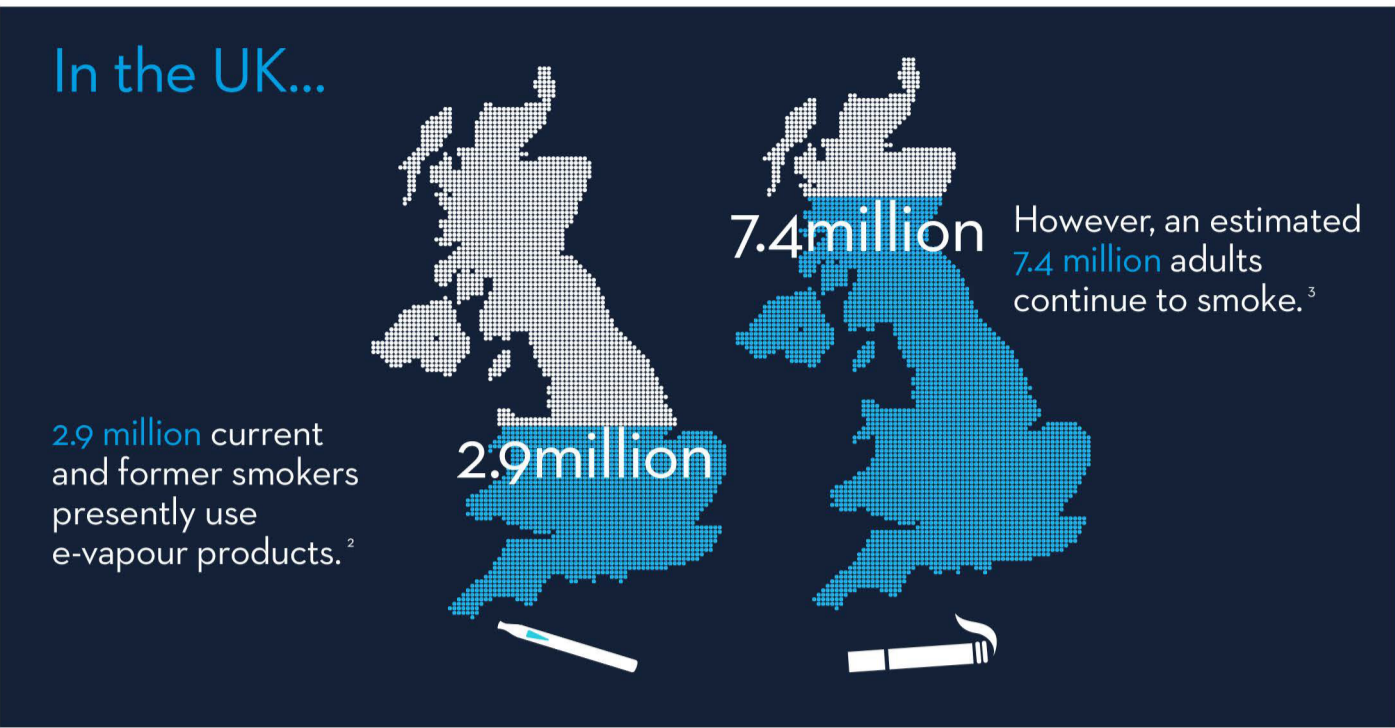


Nicotine salts may help more adult smokers transition to vaping

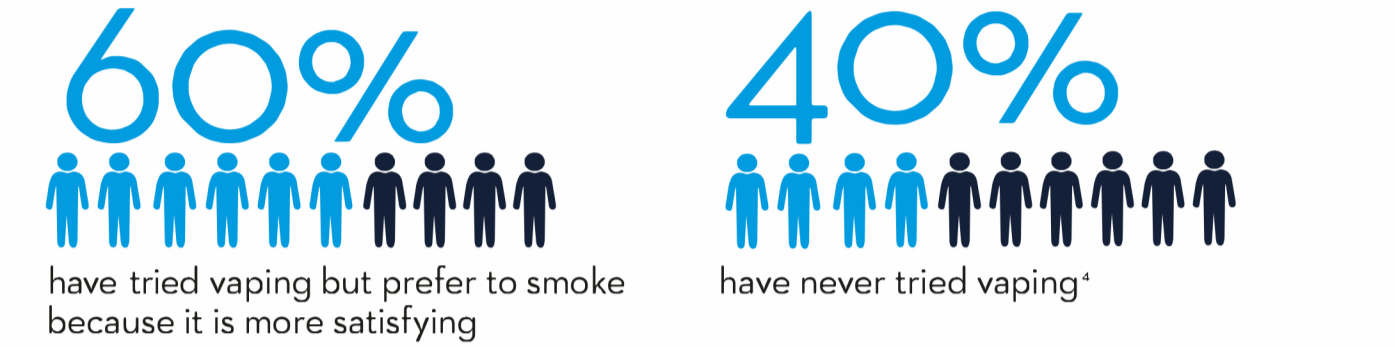
E-vapour manufacturer, blu, conducted clinical research examining how adult smokers absorb the nicotine delivered by our nicotine salt-containing products, and whether this reduced their desire to smoke.¹

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

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

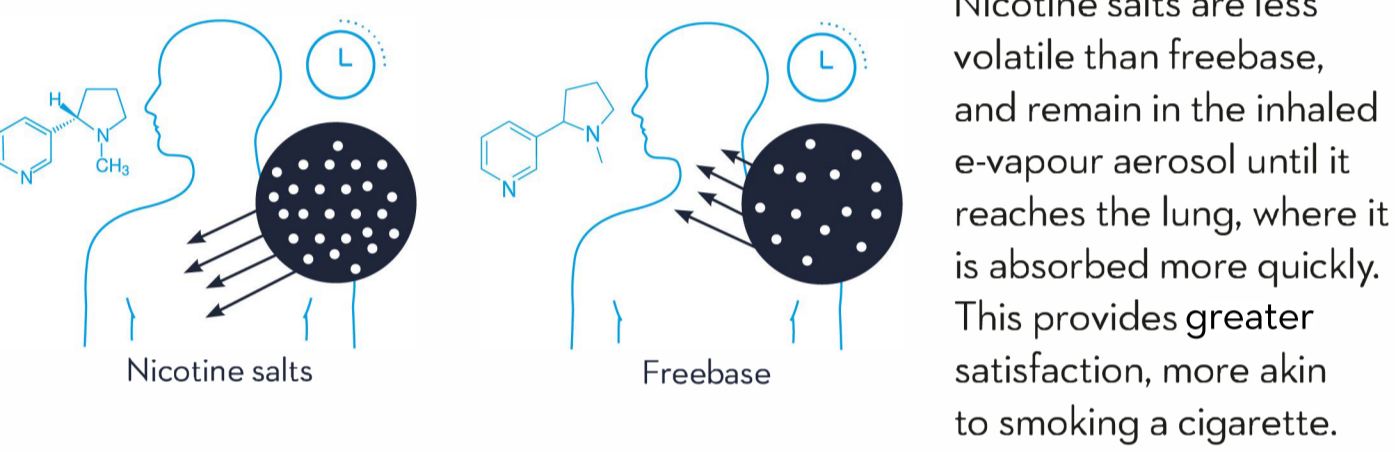


Of those who currently smoke exclusively



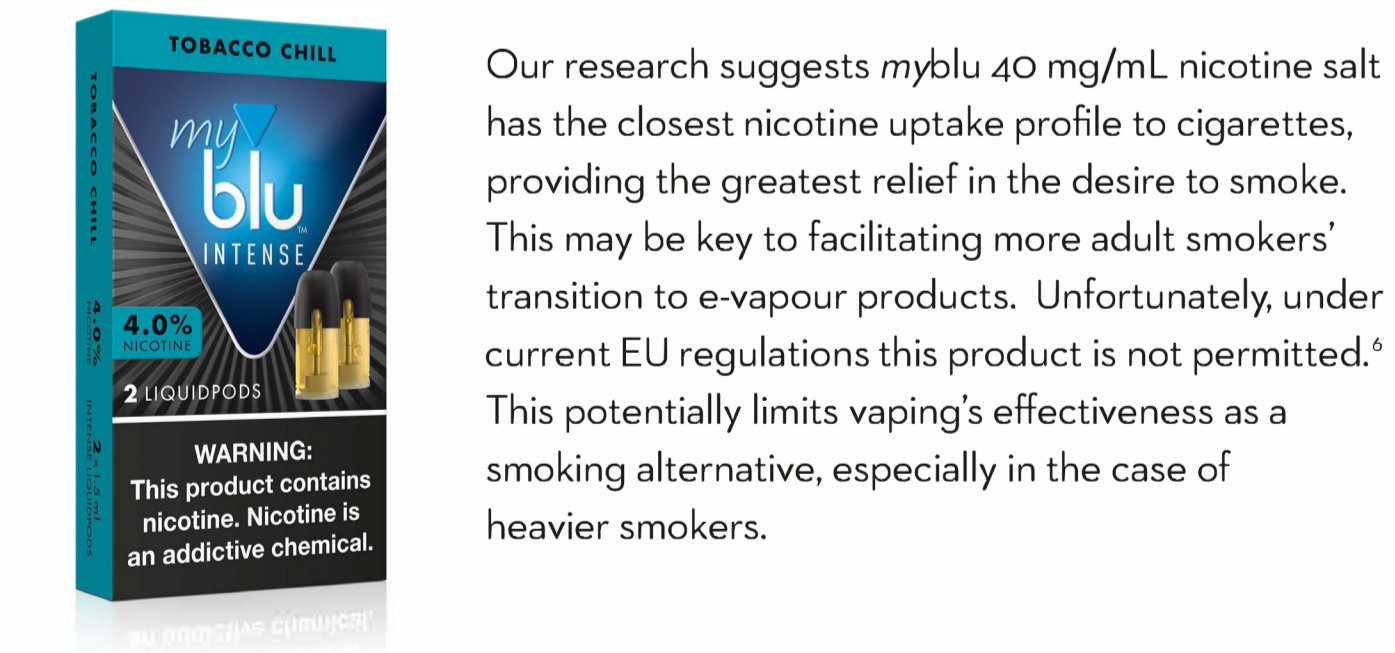
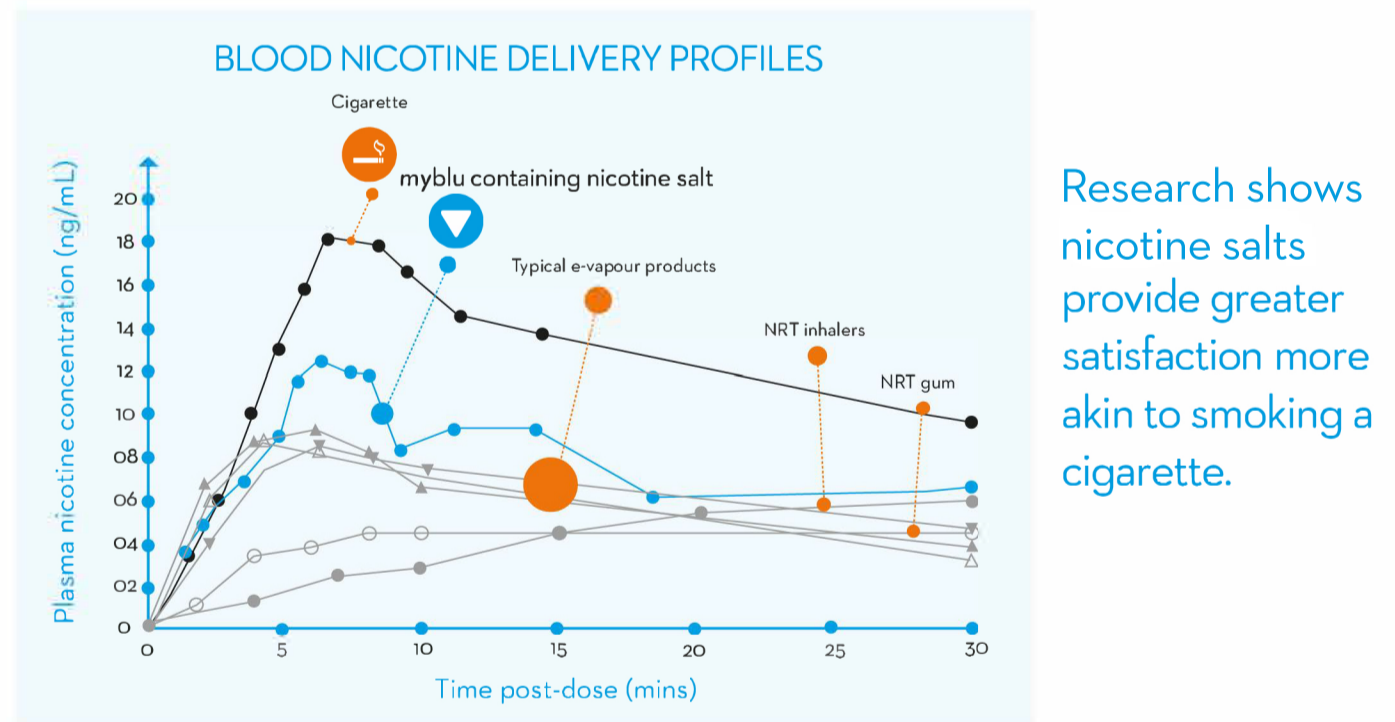
The difference between ‘freebase’ nicotine and nicotine salts

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.



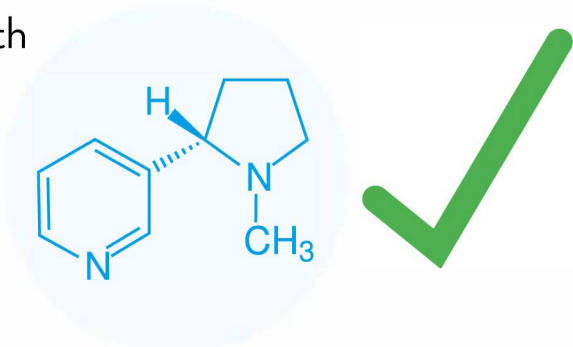
How nicotine salts can help...

Medically licensed nicotine replacement therapy (NRT) methods – including nicotine patches – have proven largely unsuccessful in curbing the desire to smoke.



Nicotine salts are well tolerated

There were no adverse health effects 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/cmsctech/505/50508.htm> 3 <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/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.rph.org.uk/about-us/news/nicotine--no-more-harmful-to-health-than-caffeine-.html>