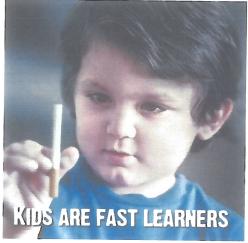
SB 141 - E-Cigarettes



Slideshow

Section 1: Common Components How an electronic cigarette works

The electronic cigarette contains a battery that activates a heating device, atomizing liquid nicotine inside a cartridge and producing



Source: althookah, net

Tim Summers / The Detroit News.

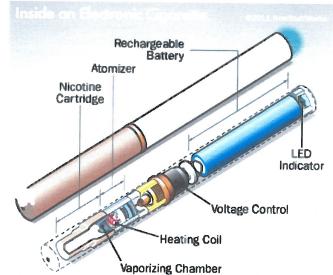
To smoke, user pushes a button to activate an electronic controller (in other models, such as disposable e-cigarettes, this is activated when user inhales).

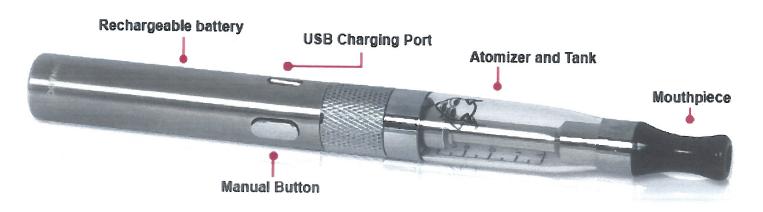
User inhales vapor through the mouthpiece and exhales a cloud that appears smoky, thanks to glycerol or propylene glycol.



Rechargeable lithium-ion battery powers the e-cigarette.

Heating element, called an atomizer, vaporizes e-liquid, an aqueous solution of glycerol or propylene glycol, flavoring, and optional nicotine. This reusable e-cigarette has a refillable cartridge with an atomizer, wicks, and e-liquid known as clearomizer or cartomizer.







Section 2: "smoke"



Some produce "smoke" Others are smokeless & odorless





Section 3: Styles, Brands, & Accessories









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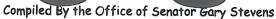
Section 3: Styles, Brands, & Accessories (cont.)













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Section 4: Product Variety & Flavored "Juice"



Section 4: Product Variety & Flavored "Juice" (cont.)







"Cuttwood"

"Lost Art"



"Uncle Junk"

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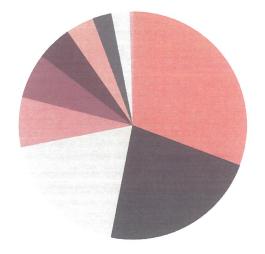


Shop Now









WHAT FLAVOR DO YOU USE MOST

- **30.55%** Fruit
- 22.3% Tobacco
- 18.86% Bakery/Dessert
- 7.10% Other (inc. Flavorless & DIY)
- 6.50% Menthol (Menthol/Mint/Peppermint etc...)
- 4.91% Savoury/Spice
- 3.98% Candy
- 2.66% Menthol Tobacco
 - 2.61% Beverage flavors
- 0.55% Whole Tobacco Alkaloid

Section 5: Retail Marketing & Display Advertising





Section 5: Retail Marketing & Display Advertising (cont.)



"Sparkly, Bling Wand"



"Cessation"



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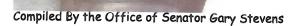
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Section 5: Retail Marketing & Display Advertising (cont.)







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