

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 a vapor that is inhaled.



Source: allhookah.net

Tim Summers / The Detroit News



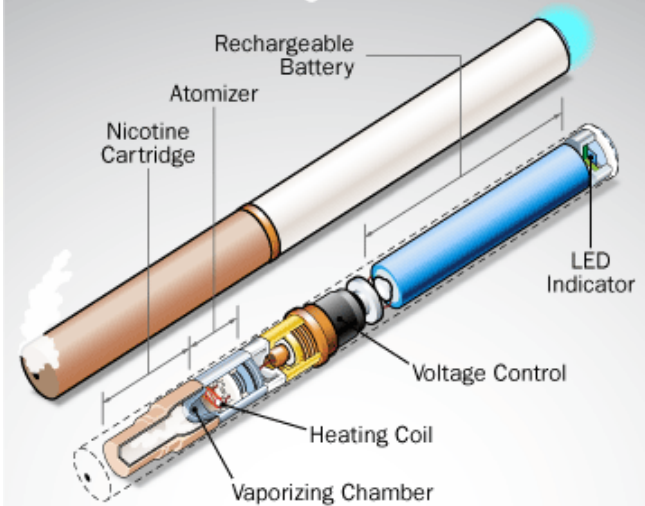
To smoke, user pushes a button to activate an electronic controller (in other models, such as disposable e-cigarettes, this is activated when user inhales).

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



Inside an Electronic Cigarette

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Section 2: "smoke"



Some produce "smoke"
Others are smokeless & odorless



Section 3: Styles, Brands, & Accessories



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



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



Section 4: Product Variety & Flavored "Juice"



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



"Anabolic Nation"



"Cuttwood"



"Krave"

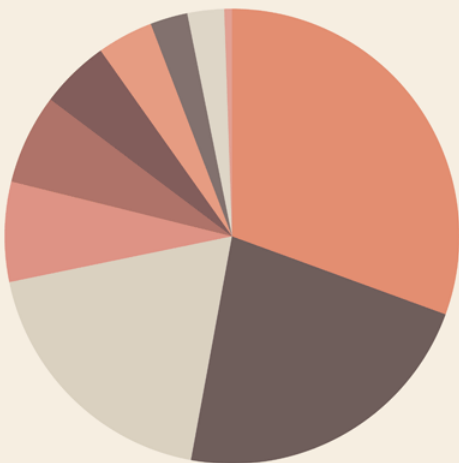


"Lost Art"



"Uncle Junk"

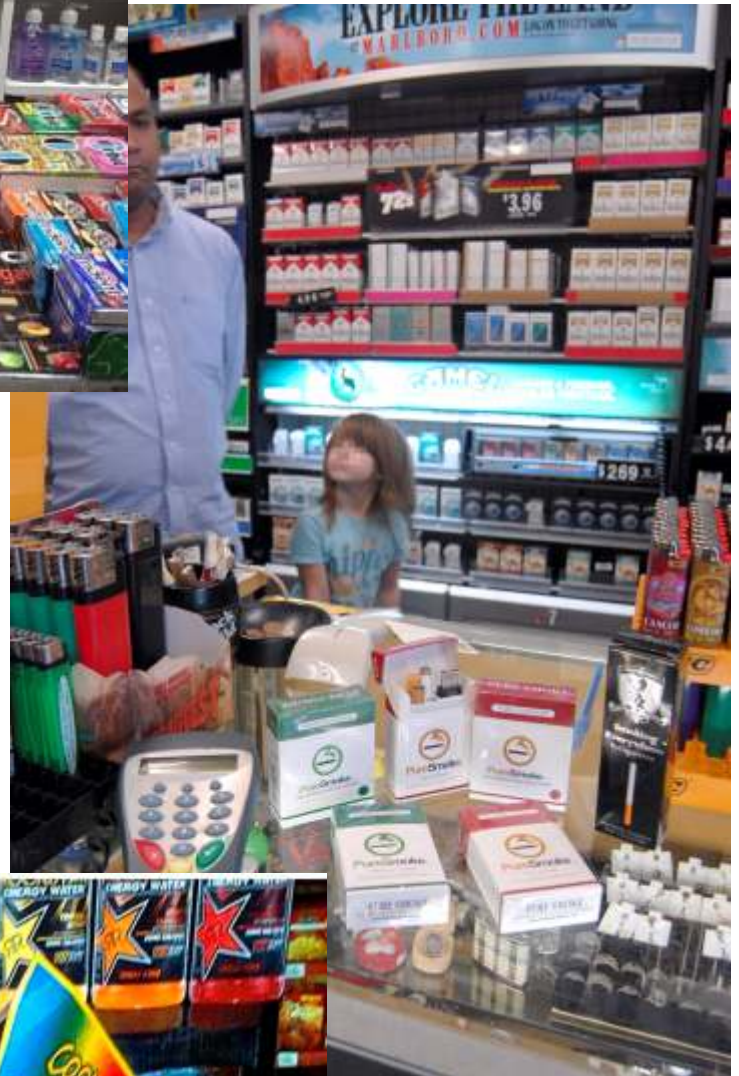
Section 4: Product Variety & Flavored "Juice" (cont.)



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





"Cessation"

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



"Sparkly, Bling Wand"



"Lava Lamp"



"Hearts & Butterflies"

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



"Fun & Playful!"



