

Your guide to **E-CIGARETTES**



WHAT IS AN E-CIGARETTE?

An Electronic Cigarette (E-Cigarette) is an alternative to a tobacco cigarette.

The E-Cigarette produces water vapour which can be inhaled, hence some refer to this as 'vaporised' or 'vaping'.

E-LIQUIDS are used to fill the E-CIGARETTE which allow you to choose from a huge choice of flavours. These E-liquids can be completely nicotine free, or you can choose from a variety of nicotine strengths.

- ⊘ NO TOBACCO
- ⊘ NO TAR
- ⊘ NO CARBON MONOXIDE
- ✓ USE INDOORS

MORE USEFUL INFO INSIDE 

Diamond  Mist

How it works (Detailed instructions are supplied with product)



- 1 Unscrew mouth piece and fill **Clearomizer** with **E-Liquid**
 - 2 Press power button and inhale vapour
 - 3 Recharge battery after approx 1,500 puffs, refill the clearomizer with E-Liquid as required
- ! Replace the clearomizer every two weeks
(Depending on usage, heavy use will require more frequent replacement)



E-LIQUID

The E-Cigarette requires E-Liquid to produce the inhaled vapour, these are sold separately. Comprised of a simple liquid solution, E-Liquids contains the following components:



Nicotine – Diamond Mist offers a range of strengths of nicotine (see chart opposite).

Flavouring – Nicotine has no distinct taste. Flavour is added to create a satisfying aroma.

Propylene Glycol (PG) Dilutes the flavour and nicotine and produces a smoke like vapour.

Vegetable Glycerine (VG) Viscous and sweet, also produces a smoke like vapour but with a reduced throat hit.

MAKE THE SWITCH: You could save over £2,300 a year

£2,920 = 20 Traditional Cigarettes per day

£529

E-Cigarette Equivalent

ANNUAL COST



#SwitchToMist

@Diamond_Mist

Choose a Nicotine Strength

NICOTINE LEVEL (mg per 10ml)	DEFINITION	SUITABILITY
0	ZERO	Those who want to enjoy the flavour but without any nicotine.
6	ULTRA LOW	For people who wish to enjoy the smallest possible nicotine level while still enjoying a full E-liquid taste.
12	Low	Comfortable level for people who prefer nicotine, but aren't heavy vapers. This level is also common for people who used to smoke light cigarettes.
18	MEDIUM	Most vapers who were former smokers enjoy this level because it delivers the perfect amount of nicotine in each vape.
24	HIGH	Commonly preferred by people who were formally heavy smokers (one pack per day). It has a noticeable nicotine level that many former smokers prefer.
30	MAXIMUM	For people who require a significant nicotine intake. Usually for former smokers who smoked more than 40 cigarettes per day.



E-CIGARETTE Starter Kit

- ◆ Carry case
- ◆ 900 MAh Battery
- ◆ Instruction Guide
- ◆ Clearomizer
- ◆ USB Charger



E-LIQUIDS

- ◆ Huge range of over 40 flavours
- ◆ Nicotine levels range from 0 - 30mg



Fruit
flavours



Sweets,
spices and
novelty



Traditional
tobacco
flavours

ACCESSORIES

- ◆ Batteries
- ◆ Carry Cases
- ◆ Lanyards
- ◆ Clearomizers
- ◆ USB Chargers
- ◆ Desktop Holder



E-SHISHA PENS

- ◆ Over 20 Flavours
- ◆ Nicotine Free
- ◆ Disposable



E-SHISHA HEAD

- ◆ Fits onto a traditional shisha pipe
- ◆ 6 Flavours
- ◆ Choice of nicotine levels

Your local stockist: