

# A quick guide to vaping

So, you have a customer who has heard a lot about eCigarettes and has decided to have a go at switching away from smoking or start vaping, where do they start?

## STEP 01

### GETTING STARTED

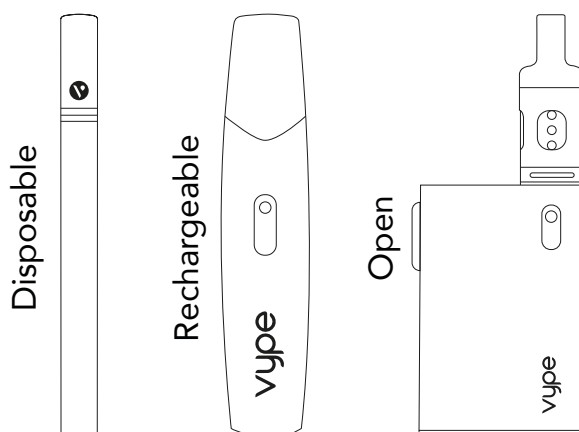
You may find the vast array of products quite bewildering, but there are plenty of resources to help you make the right choice for you.

- Get recommendations from friends and family who vape.
- Go online, there are many YouTube guides and forums where vapers will be glad to offer their tips

## STEP 02

### CHOOSE THE RIGHT VAPE

Which device is chosen along with nicotine strength and choice of flavour are important for making the vaping experience a satisfying and a successful alternative to smoking.



## DEVICE

Different devices work for different people

There is a huge range of vaping devices out there for your consumers to choose from. Different devices work for different people; this can depend on whether they like a long battery life, a huge range of flavours or simply want the most convenient option.

### Disposable

Cigarette-like disposable – mimics the appearance of a real cigarette. It comes pre-charged with a certain number of puffs, and once they are used eCigarette is thrown away.

### Rechargeable

Small in size and compact, fits in the palm of your hand and are mostly rectangular in shape, uses pod shaped, easy to replace click-in cartridges.

### Open System

A modular eCigarette where the eLiquid is poured into a tank and allows users to customize the vapour experience through a range of settings, such as power/output, airflow, resistance, temperature, and may have a digital display.

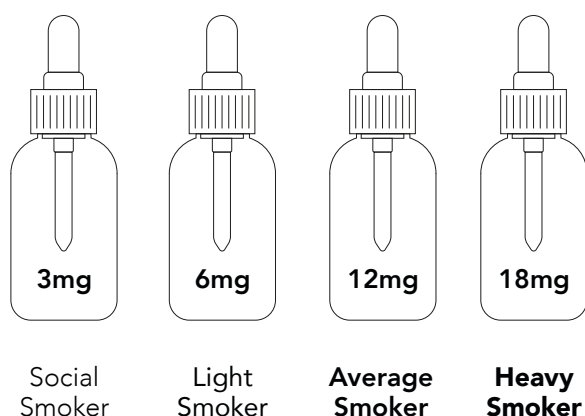
## FLAVOUR

### Try different flavours

All vapers who have switched from smoking are different; the flavour that works for someone else may not necessarily work for another. You might think you want a tobacco flavour, because that's closest to smoking, and most smokers initially go for those flavours. But don't turn your back on fruit or sweet flavours. Many an ex-smoker has enjoyed the new experience of a different flavour and say they wouldn't go back to tobacco flavour. Try a variety of flavours and see what you like.



## EXPERIMENT WITH STRENGTH



Smokers may find it best to go for the highest nicotine strength to begin with to best match what they are used to getting from cigarettes. They may want to dial down the nicotine strength over time, but they should not feel you have to. Nicotine isn't the dangerous element of smoking so if the user is happy with a high level and it works, carry on, they will already be taking in at least 95% less toxins than smoking delivers.

## NICOTINE SALTS

Many vapers who try conventional liquids for the first time often find that they don't get the same satisfaction or "punch" from their nicotine. What's more, it may not be enough to satisfy their cravings. A huge turn-off for many "would-be" vapers is that conventional eLiquids are too harsh. Cigarette companies use anesthetics like menthol or eugenol to cover-up and mask the harshness. Vape juices don't, so the smoother feeling of nicotine salt liquids makes a huge difference.

## STEP 03

# EXERCISE PATIENCE

## DON'T WORRY

...all vapers are different

You may have friends who tried vaping and instantly switched but don't worry if that doesn't happen for you. You will have plenty of habits and smoking cues over the years to break so have patience.

## ESTABLISH YOUR ROUTINE

Evaluate how you are getting on after at least a couple of weeks.

You may find that you slip into vaping comfortably straightaway or you may take a while to establish your new vaping routine, either is fine. If you have any concerns after a few weeks, ask vaping friends for their tips or pop into your local vape shop as they can offer helpful advice too.

## DON'T RUN OUT OF CHARGE

Lastly, always make sure you have enough charge in your battery when out and about, along with liquid to top up if you run low, and it is always a good idea to carry spare coils with you to avoid being left 'vape-less'.

## STEP 04

# STAY SWITCHED

Ready to make that permanent switch into vaping? Remember these points:

### Research

Always get as much advice as you can to help guide your vaping journey.

### Experiment

Don't be afraid to try different flavours and nicotine strengths, it's enjoyable.

### Be patient

Giving your new vaping regime time to bed in will make success more likely.

### Stay switched

Give vaping time to replace smoking in your life, and if you slip and have a cigarette, don't worry. If that happens, try increasing your nicotine strength or try a new flavour or device.