

J a m e s D u n w o r t h

The Electronic Cigarette



Could it change your life?

Sponsored by: ECigaretteDirect.co.uk

About The Electronic Cigarette

Cigarettes kill millions of people a year. One of these people happened to be the father of a Chinese inventor, entrepreneur and pharmacist, Hon Lik.

Grief-stricken by the death of his father from lung-cancer, Hon Lik set about creating an alternative to the tobacco cigarette - an alternative that would change the lives of tens of thousands of people.

Could it change your life too?



Welsh National Opera Singer Fiona Harrison on the stage of Carmen with an ECigaretteDirect.co.uk electronic cigarette.

Get a copy of this book every time it is updated
- just sign up to the [Electronic Cigarette Newsletter](#)

James Dunworth

Use of this book:

Anyone may distribute this book. However, the book may not be sold nor the content changed in any way

★ LINKS

Blog: [Ashtray Blog](#)
Online Magazine: [The Smoker's Angel](#)
Email james.dunworth@ecigarettedirect.co.uk

Table of contents

1. A Quick History.	6
Hon Lik.....	6
Early Smokeless Cigarettes.....	8
Tobacco Industry Experiments.....	10
A New Device.....	12
2. How the Electronic Cigarette Works.	13
Components.....	13
Function.....	14
3. Can the E Cigarette Help You Quit?.....	16
Claims.....	16
New Zealand Research.....	16
South African Study.....	17
E Cigarette Direct Survey.....	17
4. The Smoking Alternative.	19
What are the benefits for you?.....	19
What users have said.....	21
5. Is the Electronic Cigarette Safe?.....	24
Some Opinions.....	24
Comparison with Cigarettes.....	26
Levels of Nicotine.....	27
Propylene Glycol.....	28
6. Choosing a safe electronic cigarette.....	29
Avoid Cheap Alternatives.....	29

7. What the Scientists Say.32

Excerpts from Our Interviews with Experts.....32

**8. The Campaign Against
the Electronic Cigarette..... 35**

ASH..... 35

Funds..... 37

**9. Can the electronic cigarette
improve your sex drive?..... 40**

Sex and the Electronic Cigarette..... 40

Electronic Cigarette..... 42

**10. Videos, Articles,
Discounts and Free Gifts.....43**

How to get access to all of the above!..... 43

1. A Quick History

1.1. Hon Lik

Hon Lik would light up first thing in the morning.

By dinner time, he would be on his third pack of cigarettes. Like 60% of men in China, he was a dedicated smoker.

But then he watched his father die of lung cancer.



Chinese Cemetery: [Stuck in Customs](#)

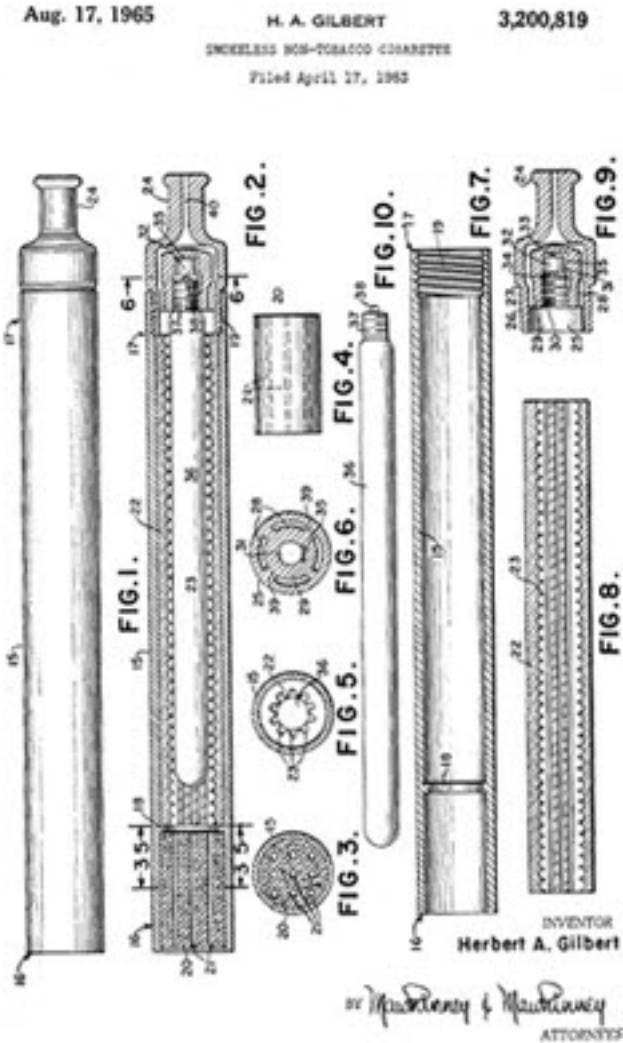
Hon Lik just didn't quit his 60 a day habit
- he had the inspiration to invent a new device which

The Electronic Cigarette

would allow smokers to enjoy nicotine without the attendant dangers of smoking.

Hon Lik, however, was not the first to have this idea...

1.2. Early Smokeless Cigarettes



While the electronic cigarette as we know it today had to wait until the 21st Century to get built, the

The Electronic Cigarette

concept of smokeless cigarettes has been around for decades.

Herbert's smokeless cigarette aimed to replace "burning tobacco and paper with heated, moist flavoured air" via the process of *micro-encapsulation*. (Source: [Free Patents Online](#))

Micro cells contained within the device would provide the flavour of tobacco smoking. The user would compress the device by squeezing and rolling it between their fingers. This would suck in air to be inhaled by the user. At the same time, the action would break the micro-cells, releasing the flavour.

The inventor envisaged that some users would miss the actual smoke of the cigarette. These users would be able to add burning tobacco to the end of their cigarette. However, the smoke would be blocked from entering the cigarette.

Some of the micro-cells would also produce heat which would warm the air being drawn into the smoker's mouth.

★ *For more information about Herbert's patents see <http://www.freepatentsonline.com/3683936.html>.*

1.3. Tobacco Industry Experiments

Perhaps more realistic experiments were made by the tobacco industries, although as with other developments towards a safer cigarette they ran foul of an industry agreement not to admit that current cigarettes were dangerous. By developing and producing a *safer* form of cigarette, they would be implicitly acknowledging current cigarettes were dangerous.

The Premier

The Premier was a precursor of the electronic cigarette in that it was smokeless.

The creators - realising that combustion was the cause of tobacco related illnesses - sought to remove combustion from the process.

The Electronic Cigarette



R J Reynolds spent hundreds of millions of dollars developing the Premier 2, which was to be marketed as a cleaner smoking device. The device aimed to give smokers the nicotine hit without the disadvantages of combustion.

To do so, it *heated* rather than *burned* tobacco pellets, and in the process reduced the amount of smoke that was inhaled by the smoker.

Smokers intensely disliked the new device, complaining that it left a charcoal taste in the mouth, and there were also issues with the FDA which, in scenes which would foreshadow its battle over the electronic cigarette, argued that it should be regulated as a drug.

Decades later, it took a Judge in the [NJOY/Smoking Everywhere v. The FDA](#) case to point out how ridiculous it was that safer products should face more onerous regulation than cigarettes!

1.4. A New Device

Which brings us back to the electronic cigarette. Unlike the children of other deceased smokers, Hon Lik was a pharmacist and an inventor.

In 2003, he submitted the patent for the electronic cigarette. His company was so inspired by the product that it changed its name from Golden Dragon Holdings to Ruyan: Like Smoke.

The device he invented has changed a lot in the few short years since its invention, but for the first time people could smoke something that

- felt like a cigarette
- looked like a cigarette
- tasted like a cigarette

but had none of the combustion of a regular cigarette.

2. How the Electronic Cigarette Works

2.1. Components



Electronic cigarettes do vary considerably between the different designs, and great strides have been made in quality, reliability and sophistication since the original electronic cigarette was made.

However, there are some common elements between the different electronic cigarettes.

The main stem of the "cigarette" is actually the battery. An atomiser and a cartridge are screwed into the battery. The battery usually also carries a coloured tip which lights up when the user drags to simulate the use of a cigarette.

2.2. Function

When you inhale from an electronic cigarette, air is sucked in, and a sensor activates the atomiser. The atomiser heats the air which then passes through a liquid solution which usually contains nicotine.

Crucially, the temperature of the smoke is cooler than cigarette smoke, and at no point does combustion occur.

Some cheaper models also carry a switch which is used to turn on the electronic cigarette instead of using a sensor.



The Njoy Duo

The Electronic Cigarette

A recent innovation has been to make the atomiser and the cartridge into a single piece.

The [Duo cartridge](#) is an example of this.

The innovation makes it both easier and quicker to assemble the electronic cigarette and reduces atomiser failure.

3. Can the E Cigarette Help You Quit?

3.1. Claims

"You can stop smoking with the electronic cigarette!"

That's a claim you will see all over the Internet.

But is it true?

It's currently an illegal claim, as there are no long term studies which give definitive proof that the electronic cigarette can help us quit ... and because the electronic is not licensed as a smoking cessation aid.

However, there are several interesting studies which at least suggest the possibility:

3.2. New Zealand Research

New Zealand research shows that the electronic cigarette can:

- increase the level of nicotine in your blood
- help alleviate nicotine cravings

[Click Here](#) for a summary of the research

3.3. South African Study

An informal study in South Africa which gave smoking doctors the electronic cigarette to try out found that 45% of users who quit were able to quit using the electronic cigarette over a two month period.

One of the doctors involved stated: "an e- cigarette is the most effective treatment method on the market for quitting tobacco smoking".

See: [45% of Smokers Quit with the Electronic Cigarette](#)

3.4. E Cigarette Direct Survey

Our own survey, which was analysed by the University of Alberta (see [Electronic Cigarettes as a Potential Harm Reduction Tool](#)) suggested that a majority of smokers are able to either partially or wholly replace cigarettes with electronic cigarettes.

See [Electronic Cigarettes as a Potential Harm Reduction Product](#).

The Electronic Cigarette

Perhaps influenced by these studies, the MHRA in the UK is now accepting that the electronic cigarette can save lives via smoking cessation.

Typically, as a result the big-pharm funded MHRA wants to limit availability of the electronic cigarette by regulating it as a medicine. Some view this desire to regulate e-cigarettes as a medicine as suspicious, fearing it is in reality a plan by the pharmaceutical companies to take control of the industry!

Ultimately, there is no definitive proof that you can quit smoking with the electronic cigarette
- but there is no reason why you shouldn't try!

4. The Smoking Alternative

4.1. What are the benefits for you?

If it's not certain that the electronic cigarette can help you quit, why should you buy it?



"Just like the Good Old Days"

www.ECigaretteDirect.co.uk

The Electronic Cigarette

Here's a few reasons!



Money: We estimate that if you are a 20 a day smoker you can **save £1500 a year** by switching to the electronic cigarette.

If you smoke 40 a day smoker you'll **save £3000**, and if you smoke 60 a day smoker you'll save **£4500 a year**.*

Smell: You don't notice the stale smell of a smoked cigarette - until you have quit! So this is really a reason for the people around you...

Second Hand Smoke: There is definitively no second hand smoke with the electronic cigarette. In fact, there's no first hand smoke either?

Toxin Free: The vapour of our own brand, the NJOY electronic cigarette, has been tested 100% toxin free by an independent laboratory.

Smoke Anywhere: It is absolutely legal to smoke the electronic cigarette, inside or out.

4.2. What users have said...

But enough from us. Let's hear from actual users:

"I have just bought the NJoy Pro Starter Kit. At last someone who understands the problems of smoking and smokers habits has created an object which has everything; something for the hands, something for the habit and no odour! After 30 years of smoking, the NJoy Pro Kit is the best product that I have tried and it is also the closest thing to a real cigarette you can get. Amazing!"

Michael: UK

"As a heavy smoker I am not the type of person to be fooled into enjoying a 'fake fag' – however the e-cig delivers a satisfying combination of something to do with a hand that usually has a real cigarette in it as well as a realistic smoking experience.

[The Electronic Cigarette](#)

“As a smoker of about 40 cigarettes a day – the e-cigarette arrived a week past Friday and had paid for itself within four days!”

Mike Cowie: UK

Source: [E Cigarette Direct](#)

“Within a couple of weeks, I experienced the following changes in my health: breathing as a normal non smoker of my age, coughing gone, taste and smell drastically improved, snoring reduced, bad smells and odours on my body/dresses/house/car all gone, all these with substantial reduction in expenses. I have not suffered from any disturbing health problems since using this new device...”

“I can only but recommend this replacement method to any one who wants to stop smoking tobacco with its associates of tar, CO2 and over 4000 other deadly components, and finds it difficult or impossible to drop the habit because of nicotine addiction.

cont ...

The Electronic Cigarette

I am now a totally changed person, and this has been highly appreciated by my family and friends. May I add that a majority of the cigarette smoking ones have even joined me in this new practice.”

Robert Piteus - Belgium

Source: [Comments from an E Cigarette Survey](#)

*Estimates based on use of the [NJOY DUO](#)

5. Is the Electronic Cigarette Safe?

5.1. Some Opinions



Danger: [Stuck in Customs](#)

Cigarettes are not safe.
Electronic cigarettes are not safe.
In fact, nothing is safe.
But this is the wrong question.

The correct question should be:

Is the electronic cigarette safer than smoking cigarettes?

According to Joel Nitzkin, Chair of the Tobacco Control Task Force for the American Association of Public Health Physicians, the electronic cigarette probably carries between one percent and one tenth of one percent of the risk of cigarettes.

(Read our full interview with [Dr Joel Nitzkin](#) here.)

The eloquent [David Sewanor](#) (pictured to the right), former advisor to the WHO on the subject of tobacco control, puts it another way:



"Rather than the unattainable standard of 'safe' we should be thinking in terms of 'safer'. Despite the risks associated with soccer, I would, for instance, prefer my children to play soccer rather than play with live hand grenades."

David Sweanor repeated this sentiment in an interview with the Star:

"Safe doesn't exist," says Sweanor.

"But electronic cigarettes are low risk compared to regular cigarettes. It's the equivalent of having a four-wheel-drive Volvo compared to a high-powered motorcycle with bald tires in an ice storm." <http://www.thestar.com/Article/600906>

5.2. Comparison with Cigarettes

1. In contrast with cigarettes, there is no tar in electronic cigarettes.

2. An FDA study of our NJOY e cigarette found trace carcinogens at levels *thousands of times lower* than those found in cigarettes, and equivalent in quantity to those found in Peanut Butter (see [Professor Siegel's analysis](#) for details) as well as in nicotine cessation aids.

A further study into the vapour of the electronic cigarette found no toxins whatsoever.

3. Combustion, which scientists at the TobaccoHarmReduction.org project say is the main

cause of harm in smoking, does not take place in electronic cigarettes.

4. Propylene Glycol and nicotine are the main ingredients of cigarettes. In his analysis of the electronic cigarette [Dr Murray Laugeson](#) of Health New Zealand states that nicotine and propylene glycol are:

"Two small well-known molecules with excellent safety profiles." (See more below.)

Until there have been long term studies into electronic cigarettes there can be no 100% guarantee that they are healthy, or have no side effects.

5.3. Levels of Nicotine

If you have been following the media you could be excused for thinking that e-cigarettes have been proven dangerous.

According to one report e-cigarettes contain 40 times as much nicotine as cigarettes!

The FDA analysis in fact showed that cigarettes contain less nicotine than real cigarettes, while both American and New Zealand studies show they deliver less nicotine.

Dr Murray Laugeson's main concern is that they do not contain enough nicotine!

5.4. Propylene Glycol

Propylene glycol is the largest ingredient of the electronic cigarette.

Propylene glycol is a common ingredient in numerous products including medicines and foods which are ingested on a daily basis.

In addition, propylene glycol has been used in a three year test in a hospital air supplies. In tests on children's wards propylene glycol has been to show to decrease the level of flu and infections caught.

Pure propylene glycol has also been injected into people without harmful effects.

There has been speculation that propylene glycol may reduce flu amongst e-cigarette users, although there is no medical data as of yet to back up these assertions.

Propylene Glycol has also been used to create a less toxic and greener alternative to anti-freeze.

6. Choosing a safe electronic cigarette.

6.1. Avoid Cheap Alternatives

The main danger with electronic cigarettes is that consumer pick up a poor quality product manufactured in a dodgy Chinese factory.

This is what Jim Palasota from NJOY told us in an email:

As you drill down into the manufacturing of e-cigs, you will find that there are products being produced that do not meet trade, health or other regulations set forth by countries around the world.

Resellers do not take the time or money to research who they are buying from:

- ◆ ***Manufacturers of e-cigs are using ingredients in their cartridge that contain and/or cause carcinogens***
- ◆ ***Manufacturers of e-cigs are using lead to solder the components.***

- ◆ ***Certain plastics being used in mouth pieces can be harmful***
- ◆ ***Wall plugs do not meet [electrical safety] regulations***
- ◆ ***Manufacturers are misrepresenting their product claiming that it is FDA/USA approved.***

In reality, a reseller of e-cigs will not take the necessary steps to protect their clients simply because:

- ◆ ***They don't care because if they are caught selling something illegal, they will simply close their doors never to be found again***
- ◆ ***[They] don't have the financial support to do the studies.***

When choosing an electronic cigarette, it's probably a good idea not to go for the cheapest.

Pick an **established manufacturer with a good name** and with a brand that has been tested.

Look for **a supplier that gives a good guarantee**
- if they haven't got faith in their product, why should you have it?

The Electronic Cigarette

NJOY's electronic cigarette (which comes with a one year guarantee), for example, has been tested both by the FDA and by an independent laboratory.

The FDA tested the ingredients and found only trace elements of toxins - at levels *thousands of times lower* than in regular cigarettes. The independent laboratory tests found no toxins in the actual vapour of the electronic cigarette.

[Click here](#) to see a summary of the tests.

7. What the Scientists Say

7.1. Excerpts from Our Interviews with Experts

As you have already seen, scientists do not always agree with the current media opinion.

Here are some opinions from scientists we have spoken to:

[Professor Michael Siegel](#)

(pictured right) is a professor in the Social and Behavioural Sciences Department, Boston University School of Public Health, with 20 years of experience in tobacco control, primarily as a researcher.



In an interview he stated:

“I can't say how safe the electronic cigarette is, but what I can say is that it is substantially safer than the conventional cigarette. Inhaling nicotine cannot be nearly as dangerous as inhaling nicotine plus thousands of other chemicals, including more than 40 carcinogens.”

It's a position [Joel Nitzkin](#) Chair of the Tobacco Control Task Force for the American Association of Public Health Physicians, agreed with - so long as the nicotine used in the device was safe!

“...if we can figure that the nicotine in the e- cigarettes is basically a generic version of the same nicotine that is in prescription products, we have every reason to believe that the hazard posed by e-cigarettes would be much lower than one percent, probably lower than one tenth of one percent of the hazard posed by regular cigarettes.”

Other scientists have told us that opposition to safer forms of tobacco use will cause deaths. Here's what Professor Brad Radu said in a letter to us:

“There is no public health justification for denying smokers information about and access to safer sources of tobacco and nicotine. But the war against tobacco, conducted by Tobacco Free Kids and their allies, is not about public health... I am convinced that these anti-tobacco extremists will eventually be held partially responsible for the deaths of millions of uninformed smokers.”

[The Electronic Cigarette](#)

For more opinions, see our interviews with these tobacco experts: [Electronic Cigarette Interviews](#)

8. The Campaign Against the Electronic Cigarette

8.1. ASH

While ASH UK have been broadly supportive of the electronic cigarette (publicly stating that there is no way it could be more dangerous than regular cigarettes) ASH US has been very critical of the device.

An ASH Advert comparing smokers to the terrorists who attacked the Twin Towers:



ASH:



John Banzhaf of ASH: Loathes the electronic cigarette.

- uses junk science and unproven claims to separate children from their parents
- believes that smokers should be denied life- saving treatment, even when they have quit smoking (in case they start smoking again!)
- calls smokers "stinking" "Child murderers" and accuses them of child abuse
- has argued that smokers should be trialed and convicted as murderers, facing the death penalty in some states

Smokers Should be Charged with Homicide
See: [Ash Press Release](#)

The Quit or Die Approach

We believe they, and many other organisations like them, view any form of tobacco use as morally wrong. Their purist vision has led to a quit or die approach which does not allow for tobacco harm reduction strategies.

E-Cigarettes may be a particular threat because, in removing much of the danger of smoking, they remove the need and motivation to quit nicotine use.

8.2. Funds



Cash: [StopNLook](#)

We have found also ample evidence that US public health organisations receive funding from pharmaceutical groups.

These pharmaceutical groups control a multi-million dollar trade in ineffective nicotine cessation products (whose effectiveness, according the MHRA, is around five percent in the long term).

And one industry report into the electronic cigarette suggested that the industry regarded it as a threat:

"E-Cigarettes Will Revolutionise the Face of Tobacco Smoking and Could Pose a Threat to the Smoking Cessation Market."

ASH, for example, is part of a 47 million dollar funding programme from Pfizer, which manufactures suicide Chantix/Champix.

In contrast to electronic cigarettes, there have been many side effects and even deaths associated with these drugs!

The Electronic Cigarette

Supporters of electronic cigarettes such as Michael Siegel, on the other hand, offer their help for a simple reason:

They think it is the right thing to do!

9. Can the electronic cigarette improve your sex drive?

9.1. Sex and the Electronic Cigarette



Smoking is said to reduce sex drive.

Our curiosity piqued, we decided to investigate further.

Professor Louise Van Der Velde, also known as the Love Doctor of GMTV, told us:

"Instantly, after just one cigarette, the body's ability to function decreases, which means erections can be a problem. It also affects libido and general desire, as smoking massively effects the hormonal balance, and testosterone levels are responsible for libido."

Her opinions seemed to be backed up by studies, which found that men smoking cigarettes had reduced reaction when watching porn.

Meanwhile, animals injected with nicotine (we didn't ask where) also experience a decrease in sex drive. (We didn't asked what they had to watch, either!)

Dr Murray Laugeson agreed that smoking, at least on a long term basis, could affect sex drive.

(On the other hand, Christopher Snowdon states in his book Velvet Glove Iron Fist that smokers, in addition to being risk takers, typically have a higher sex drive than normal.)

For more information see our full article:

[Sex, Smoking and The Electronic Cigarette](#)

9.2. Electronic Cigarette

We were keen to find out whether the e-cigarette could *increase* sex drive, so we carried out a survey of e-cigarette users.

Over half of the users claimed that the electronic cigarette had improved their sex life, with only eight percent saying it had no effect.

Over 20% complained they had no sex life to improve!

Here's what one user had to say about it:

"If I had a sex life, I know it would improve, simply because I can breathe now and don't feel like crap or cough all the time. While smoking, sex was as embarrassing as running up a flight of stairs next to a non-smoker and not being able to catch my breath. Now I could be much more active in bed and not stink like an ashtray either!"

[Click here](#) to see the full results of our electronic cigarette sex survey.

Or buy an electronic cigarette
- and then tell us what you think!

10. Videos, Articles, Discounts and Free Gifts

10.1. How to get access to all of the above!

Did you enjoy this E-Book?

If yes, you might want to consider signing up for our newsletter.

Via our newsletter you can get:

- Regular discounts on electronic cigarettes and e-cigarette accessories!
- Regular special offers - including free gifts with every e-cigarette ordered!
- Access to our latest videos, blog posts and articles!
- The option to take part in electronic cigarette surveys - and win prizes!!

[Click here to sign up!](#)

(Your information will always be kept private, and you can unsubscribe at any time.)

[*CLICK HERE*](#) for more details of our **Njoy** range of electronic cigarettes, refills, chargers, cigarette cases and lots more.