Electronic Nicotine Delivery Systems

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Electronic Cigarette use among young people has officially surpassed traditional cigarette use!

CDC 2011-2014 National Youth Tobacco Surveys



High School 30 Day Use of E-Cigarettes

Help me! I'm a

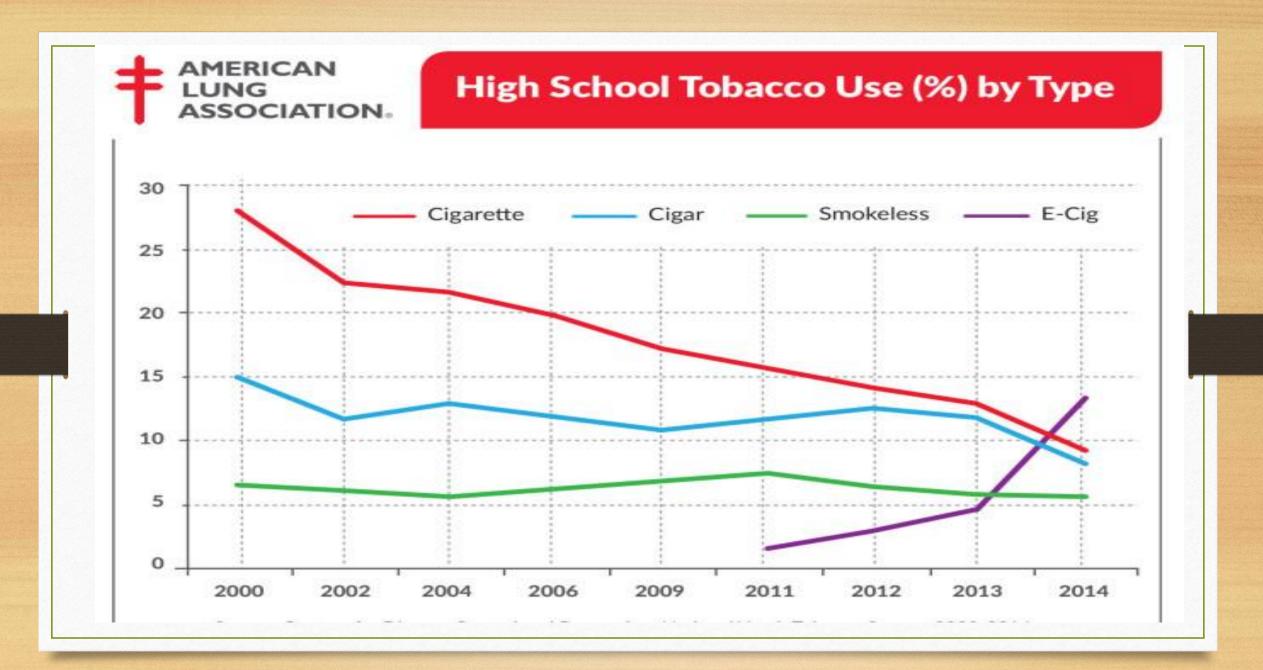
slave to nicotine!

2013 - 4.5% - 660,000

2014 - 13.4% - 2 MILLION

Middle Schoolers- 30 Day Use 1.1% in 2013 - 120,000 3.9% in 2014 - 450,000





| E-Cigs have arrived in the life of the American | |
|---|--|
| Teen | |
| The Road to Wellness CADCA | |



E-Cig History

- Developed in 2003, Beijing, China
- 2006-2007 Introduced in US
- 2009 The Electronic Cigarette Association (ECA) is formed
- 2010 AMA urges FDA to regulate as a drug delivery device



- 1. Electronic Cigarettes
- 2. Vaporizers
- 3. Heat-Not-Burn

(Battery-operated devices made to mimic the size and weight of combustible cigarettes)

SPOSABLE HOOKAH

E-cigs

- Rechargeable
- E-cigar/E-Hookah/E-Shisha
- Cartridges
- Disposables





Vaporizers

(Larger devices with higher-powered batteries that vaporize nicotine through an open or closed tank system)

- E-liquids- Used in Vaporizers, solution that contains varying levels of nicotine
- Mods- Large scale cylindrical or box shaped vaporizers housing extremely large batteries



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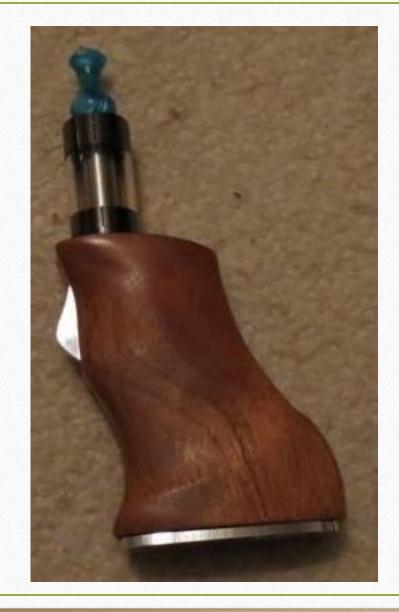
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HERE PERVS - MIT









Heat-Not-Burn

(Products that heat actual tobacco vs liquid nicotine)

- Dry Vaporizers- Devices that let consumers vaporize their own tobacco or other plant product
- Pods- Similar to e-cigs but with actual tobacco instead of liquid nicotine



Popularity

- Cheap
- Highly available
- Youth-appealing flavors





Electronic Cigarettes Market Growth

- From \$500 Million in 2012, to \$1.7 Billion in 2013.
- Wells Fargo sales will surpass conventional cigarettes in ten years.