



# What is E-Liquid or Juice

---

By: E McAtarsney  
Monday, 04th February 2013

It is commonly made up of three components

## Nicotine

Obviously the stimulant and the dependency substance contained in regular cigarettes. It comes in different strengths and over a period of time can be reduced, placing more emphasis on taste. Strengths usually range from 20mg down to 0mg. The nicotine level is expressed in milligram (mg). To simplify and get an approximate strength place a decimal point between the digits. So 20mg equates to 0.20% nicotine level.

## Flavouring

Nicotine on its own has no significant taste or smell, so to create the taste in e-liquid a food grade flavour needs to be introduced. New flavours are constantly being introduced and we strive to bring you only the best from across the world.

## Vapour agent

There are two types of agents to create the vapour process. PG- Propylene Glycol is the most common. VG- Vegetable Glycerin for people with allergies/sensitivity to PG. The vast majority of people with e-cigarettes or vaping are using PG.

## Our E-Juice

We supply e-juices/e-liquids in several kinds of bottles with different manufacturers with their labelling showing different positions for production date and ingredients etc.

## Is it safe to "smoke" e-liquid?

### Description:

1. Electronic cigarettes look, feel and taste like a traditional cigarette.
2. There is no tar or other harmful ingredients to human body in a quality electronic cigarette
3. No ignition and fire hazard
4. No problem with disposing of cigarette butts or ashes
5. No nasty air pollution (no release of CO<sub>2</sub>)
6. Enable smokers to abstain from smoking and save the smoking cost up to 80% each year
7. Quality ingredients tested to high EU standards and ALL our stock carry individual "EC-ID" numbers (European Community Identification) Marks as per local EU law.

### Note:

1. Please keep out of children's reach.
2. Expires 24 months from date of purchase.
3. Must be 18 years of age and above to purchase/use.
4. Please consult your doctor on the use of an electronic cigarette.
5. Avoid vaping if you are pregnant or using certain medications.