20-YEAR-OLD STUDENT ENTREPRENEUR LAUNCHES ALTERNATIVE ADDRESSING THE GROWING CONCERN OF DISPOSABLE VAPES

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London 10 August 2023 – Quix Labs, a leading vaping technology company headquartered in London is proud to announce the official launch of their revolutionary reusable ciga-like device, the Quixotic. This innovative product marks a significant step towards creating responsible products while addressing the pressing environmental concerns posed by disposable vapes.

Amidst a market flooded with disposable vape products that seemingly could be sold in confectionary stores, Quix Labs is taking a bold stance to reshape the vaping landscape. Recognising the value of e-cigarettes in society, the company is steering away from the current trend of extravagant and excessive products. Instead, they are reimagining tradition and offering a modern solution that is both environmentally conscious and user centered.

Named after the legendary story of Don Quixote, the Quixotic embodies the company's vision of challenging conventional norms and bringing about positive change. Anthony Musacchio, Quix Labs' CFO and lead investor shares, "Quixotic is the embodiment of our mission to change the way vaping products are perceived. We want to move away from the idea that vaping is just about getting a nicotine fix, and towards the idea that vaping can be a tool for empowerment and health. It's a nod to the idea that making choices that benefit our well-being as well as our planet can indeed be attainable."

Musacchio is the managing partner of AJM Venture Group, a venture capital firm focused on early-stage investments based in New York City. "Zach Starr, the CEO, impressed me with his unique perspective on the vaping industry. In a traditionally competitive market, he has found a way to stand out by focusing on innovation and customer satisfaction".

In the United Kingdom, where over 9 million individuals continue to smoke and 3 million have adopted vaping, Quix Labs is addressing a critical need. Surprisingly, 66% of smokers remain skeptical about the benefits of vaping. CEO, Zach Starr expresses his concern, "It's perplexing that a majority of smokers doubt a product endorsed by numerous institutions. However, the oversaturation of stores with flashy packaging and whimsical flavors contributes to this skepticism. We aim to rectify this by refocusing on a traditional approach that empowers users' choices."

In addition, the company boasts on its choice, offering four separate nicotine strengths down to zero, ensuring that users have the choice they deserve. “Through my research and working with customers, I've learned that they do not like being treated like they're all the same. They want to have choices and be empowered to make decisions that are right for them. People want to be seen as individuals, not just numbers. They want to be given the opportunity to choose what's best for them, and they don't want to be forced into a one-size-fits-all solution. That is where Quixotic comes into the conversation.” Starr states.

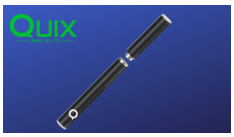
Quix Labs has been gaining significant momentum since obtaining MHRA authorisation in March. With operations in Burton-On-Trent, London, Leeds, and Belfast, the company is strategically positioned to make a lasting impact. By championing innovation and sustainability in an industry fraught with controversy, Quix Labs is determined to be the catalyst for positive change.

For media inquiries, interviews, or more information, please contact:

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About Quix Labs: Quix Lab UK LTD is a leading vaping technology company headquartered in London dedicated to revolutionising the vaping experience. With a strong commitment to innovation and environmental responsibility, Quix Labs designs and manufactures cutting-edge vaping solutions. The company's debut product, the Quixotic, embodies its mission to provide users with a tobacco-free and sustainable alternative. With operations across various locations in the UK, Quix Labs is poised to redefine the vaping industry.

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