Intellicig Is Not A Gateway To Smoking

Wednesday 28 May, 2014

Intellicig is an electronic cigarette which contains ECOpure e-liquid one of the purest and cleanest e-liquids on the market. ECOpure is manufactured and rigorously tested at the Company's Bioscience Headquarters in Manchester and contains the highest quality pharmaceutical grade ingredients.

ASH (Action on Smoking and Health) has revealed that e-cigarettes are not serving as a gateway product to nicotine as some critics claim.

The survey was carried out by YouGov on behalf of ASH with more than 12,000 people taking part revealing that there is 'little real-world evidence of harm from e-cigarettes to date'.

ASH discovered that most e-cigarette users were 'current or ex-smokers and were using the product as a way to cut down or quit smoking.' They also found that the number of non-smokers trying e-cigarettes is not growing, a claim that some critics have been using as an argument against electronic cigarettes. Concerns that people may try e-cigarettes first and then move on to tobacco cigarettes, using them as a gateway product is a concern highlighted by some health professionals, however, the survey results suggest that this isn't happening and the majority of e-cigarette users are current or ex-smokers.

Trudy De Groot, Head of UK Trade Marketing for Intellicig said, "I am delighted that ASH conducted this survey which confirms our findings. In the last 8 years, it has become evident to us, through our own surveys, that our customers are smokers who have been seeking an alternative to smoking tobacco."

It is estimated that more than 2 million people are now using electronic cigarettes in the UK. A survey carried out by YouGov in 2010 found that only 8.2% of current or ex-smokers had tried e-cigarettes but now more than 51.7% have tried an e-cigarette. In 2010, when asked how often they used electronic cigarettes only 2.7% said on a regular basis, this figure is now up to 17.7% in 2014.

Intellicig is part of the CN Creative Group, a Bioscience company committed to the development of the next era of nicotine products designed to accelerate and enhance smoking harm reduction. The Intellicig Electronic Cigarette was launched as CNC's flagship product in 2008; laying the commercial and operational foundations enabling CNC to expand and develop into a diversified Bioscience-focussed operation.

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