



ever**smoke**



ELECTRONIC CIGARETTE
BUYING GUIDE

WELCOME TO OUR FREE LEARNING RESOURCE FOR **E-CIGARETTES!**

Here at EverSmoke, we know it can be a tough decision to switch from your traditional cigarettes to e-cigarettes. There are so many false facts and rumors surrounding e-smoking that it can be difficult to see the truth through the smoke. Fortunately, if you are looking for straight answers about what it means to be a vapor smoker, then you've come to the right place!

In this e-book, you will find everything you need to know about transitioning to electronic cigarettes, including tips from e-cig users (called "vapor smokers"), choosing which type of e-cig to buy, how the technology works, maintaining your device, the many benefits of vaping and much, much more.

We hope that this informative e-cig guide answers to all of your questions, regardless of your experience level, so that you can start fully enjoying this revolutionary smoking alternative.

So grab your e-cig, sit back, and let's get started...



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10 TIPS TO MAKE THE SWITCH

Even though using e-cigarettes as an alternative to traditional cigarettes is an obvious choice, the transition period is not always easy for everyone. When your body gets used to a habit as addicting as traditional cigarettes, making a change can be tough.

To make the switch easier, remember these 10 simple tips from veteran vapers when transitioning to your EverSmoke e-cigarette:

-  Still smoking the occasional traditional cigarette on the side? Don't worry, it's normal. It is important not to over-stress yourself, so just take it one step at a time.
-  Adjusting to the taste of e-smoking is different for everyone. Some may find that their e-cigarette tastes just like their traditional cigarettes right away, while other need a bit more time to get used to it.
-  As you handle your new e-cigarette more and more, you will become increasingly used to the weight difference between a traditional cigarette and your e-cig. Before long, your e-cig will feel just as natural between your fingers as your cigarette once felt.
-  Always keep spare batteries charged up and ready for use.
-  If you are used to smoking a pack a day, you will probably need 1-1½ e-cig cartridges per day. Over time, you may smoke less and less. This is normal.
-  Remember that your body is accustomed to not only the nicotine in cigarettes, but the thousands of harmful toxins as well. Therefore, you will likely need some time to adjust...
-  Don't forget to enjoy your e-cig everywhere, even in places where traditional smoking is banned. Taste the freedom!
-  Change up your e-smoking experience by trying different flavors and accessorizing.
-  Keep in mind that one of the many benefits of making the switch is all the money you save. Save even more by signing up for the [EverSmoke Home Delivery Program!](#)
-  Want to talk about it? Join the [EverSmoke Facebook](#) group for encouragement and advice from other vapor smokers.

It's never easy to change old habits, but by taking advantage of all of the resources that EverSmoke offers, you can make the transition to e-cigarettes as smooth as possible. We are here to help you out with each step and fully-support you throughout your journey.

CHOOSING A DISPOSABLE E-CIGARETTE VS A FULL STARTER KIT

You've probably already learned that one of the best things about e-smoking is that there is an e-cigarette for every style, preference, and method of smoking. In addition to choosing between an array of full-flavored cartridges, vapor smokers have the freedom to customize their smoking experience especially to their liking.

If you are new to e-smoking, one of the first decisions you will face is what type of device should you buy—a disposable unit or rechargeable starter kit? Though both devices offer the general benefits of switching to e-cigarettes, each has specific advantages and disadvantages.

Disposable E-cigarettes



Disposable e-cigarettes are devices that can be used only as long as you have nicotine juice in the cartridge. Once the e-liquid runs out, you throw the device out like a traditional cigarette and get a new one.

Advantages

For new vapor smokers, a disposable e-cig is a smart buy because it allows you to try e-smoking without the big up-front investment of ordering a starter kit.

They are convenient too, since you don't have to worry about charging your battery—you just open up the package, use it, and dispose of it when finished.

Also, disposables are more readily available in gas stations, convenience stores and tobacco shops, making them a great travel partner.

Disadvantages

Long-term, disposables are definitely the more costly route. (In some cases, they can even be as expensive as traditional cigarettes!)

Also, you aren't able to customize your smoking experience as much since you are limited to whatever flavors and nicotine strengths that are offered.

And many disposable e-cigs are only available with an automatic battery, which means you have less control over your personal e-smoking experience.

Rechargeable E-cig Starter Kits



Inside every EverSmoke starter kit you'll find at least two rechargeable e-cigarettes. Unlike disposable e-cigs, rechargeable devices are meant for long-term use, and can be reused until the battery dies or the heating coil burns out.

Advantages

Rechargeable e-cigs have a number of advantages. For one, regular smokers will find that a starter kit costs less than buying disposables in the long run.

Also, with starter kits you can try a variety of different flavored cartridges, and you have more options when it comes to customizing your device. Not to mention rechargeable e-cigarettes are the more eco-friendly option.

Disadvantages

Startup costs are higher with rechargeable e-cigs, so users who aren't sure if they want to commit to e-smoking may do better to stick with disposables at first.

With reusable devices, you also have to carry around a battery charger at all times if you want to e-smoke throughout the day, which can be a hassle.

As you can see, there are several factors to consider before choosing between a disposable e-cigarette and a rechargeable starter kit.

The best advice we can offer is that those who are new to vapor smoking should start out with disposable units. That way, first you can see if you like e-smoking. Then, if you wish to continue, switch to rechargeable e-cigarettes since this saves you the most money in the long-run and offers you more choices.

PROJECTED COST OF VAPOR SMOKING

One of the most important deciding factors of making the switch to e-cigs is how much it costs compared to traditional smoking. Most e-cigarettes, including the ones from EverSmoke, are powered by a lithium ion battery, which can be recharged as needed. Depending on the type of battery in your device and your smoking habits, one e-cig can last months in this cycle, but eventually will need replacing.

EverSmoke offers three battery options (in three different colors) to accommodate various smoking habits:



Mini = 175 puffs



Standard = 250 puffs



High Capacity = 350 puffs

In addition to replacing the battery periodically, e-smokers will also have to order new cartridges when their nicotine juice runs out. On average, one rechargeable e-cig is the equivalent of a pack of traditional cigarettes, so users who are used to smoking a pack a day can expect to use 1 cartridge per day.

One disposable e-cig is the equivalent of about 2 packs of traditional cigarettes.

EverSmoke e-cig cartridges come in packs of 15, 30, and 45. Therefore, if you smoke 300 cigarettes per week, a 15-pack of cartridges should be sufficient for the week, and by ordering the 45-pack of cartridges, you are getting the equivalent of 900 traditional cigarettes!

Average Savings

To get a feel for how much you can save by switching to e-cigs, consider this: the average cost for one pack of traditional cigarettes in the U.S. is around \$6. Of course, this number varies by region. (Smokers living in New York are lucky to pay anything less than \$10 per pack!) If you take the average smoker who burns through one pack per day, the annual cost to support their habit adds up to more than \$2,000—not including the gas expense of driving up to the store whenever you run out.

Now let's compare that with the annual cost of e-smoking.

If the same “pack-a-day” smoker were to switch to e-cigs, here is what their estimated cost would look like at the end of one year:

$$\begin{array}{r} 365 \text{ cartridges} = \$800 \text{ (average of \$2.20 each when purchased in a pack)} \\ + \quad \quad \quad 2 \text{ replacement high-capacity batteries} = \$46 \end{array}$$

Total annual cost: \$846

In the example above, **switching to e-cigs resulted in a nearly 60% savings ratio**, and that is just the start! There are a number of indirect cost benefits of choosing e-cigs over traditional cigarettes as well. For instance, you can order your e-cig supplies online and get them delivered right to your door through our Home Delivery Program, saving you from having to go to the store to pick up a new pack.

As you can see, compared to traditional smoking, the e-cigarette is the obvious choice when it comes down to making your money go further. And vapor smokers have discovered several techniques for saving even more money by getting their device to last longer, such as [extending an e-cig's battery life](#).

Note: This cost analysis is not all-encompassing, but is aimed to offer insight to the average vapor smoker. Ultimately, the cost of e-smoking comes down to your own individual habits and smoking style.

HOW E-SMOKING WILL DIFFER FROM TRADITIONAL CIGARETTES

It is crucial to have realistic expectations when switching to e-cigarettes from traditional cigarettes.

During your first week or so of using your new e-cigarettes, you will likely still want to have one of your traditional cigarettes. This is normal and something that all users go through.

Your body just needs time to adjust to using the e-cigarette —some take longer than others to make this adjustment. For many users, this period can be a few weeks or months, but it can take as long as a year for some vapor smokers to fully transition to e-cigs.

When you switch to e-cigarettes, you don't have to stop smoking cold-turkey. Many new vapor smokers indulge in the occasional traditional cigarette in the beginning. As long as you are gradually reducing your cigarette intake, you're on the right path.

While becoming accustomed to your new e-cig, you will also notice several differences between e-smoking and your old cigarettes:



#1: No More Odors

Most times you can smell a smoker before you see them, and the scent clings to clothes, hair, furniture, your car, and anything else it happens to come in contact with. When smokers are immersed in it all the time, it can be difficult for them to realize just how noticeable and offensive their cigarette odor is to non-smokers.

Fortunately, e-cigarettes emit odorless, harmless water vapor which evaporates almost instantly. Users and non-users alike have found that e-smoking gives off virtually no odor, and if it does, the faint smell is reminiscent to sweet scents like cotton candy. Regardless, these smells do not linger like cigarette smoke.



#2: Less \$\$\$

Even the most staunch cigarette smoker will complain that smoking is getting expensive these days. Once, you could pick up a pack of cigs for just a dollar, but those times are long behind us. Nowadays, it isn't uncommon for a smoker to spend at least \$300 per month on his or her habit.

When smokers switch to e-cigs, their monthly cost to support their habit is typically cut in half compared to traditional cigarettes. Part of this cost-savings is because of the reusability of e-cigs. High capacity batteries can be used, recharged, and used again for months at a time in some cases, making it more economical. Also, e-cigs aren't currently taxed by the government like cigarettes are, keeping their cost low in comparison.



#3: Much Safer

There's a reason it's called "lighting up." Traditional cigarettes depend on an open flame to begin the burning process and release its nicotine and smoke. While the fire danger of smoking may seem minor, the truth is that cigarettes are the #1 cause of fire-related deaths in America. Fires started by lit cigarettes are responsible for 10% of all fire-related deaths worldwide.

E-cigarettes sidestep the fire danger that plagues traditional cigarettes by avoiding an open flame altogether. The battery-powered heating coil in an e-cig's cartomizer safely vaporizes the nicotine juice, with no threat of starting a fire.



#4: Flavor Options

If you want to mix flavors up a bit with your traditional cigarettes, you don't really have many options. Sure you can go from, say, red to menthol, but you'll always get that tobacco taste. E-cigs on the other hand give users the opportunity to try from a much wider assortment of flavor options.

For instance, if you want a sweet smoking experience you can taste Very Vanilla. Then, you can go tropical simply by screwing in the Piña Colada cartridge and vaping. And if you just want that traditional full-flavored tobacco taste of your old cigarettes, we've got that too!



#5: Social Benefits

Last, but certainly not least, is the impact your smoking habit has on your non-smoking family, friends and coworkers. In the last decade, public opinion about smoking has become increasingly negative, and smokers even experience hostility from non-smokers. This bad perception is due, in part, to the bad odor of cigarettes and the known dangers of secondhand smoke.

With e-cigarettes, smokers can continue their habit without the harmful social consequences that come along with smoking traditional cigarettes. Feel free to e-smoke wherever you are and whoever you are with!

Obviously, there are a number of differences between traditional cigarettes and e-cigs. You will have to get used to some changes as your body learns not to depend on many of the harmful substances found in traditional cigarettes. Others will be a much-welcomed relief to ex-smokers who have learned how to cope with the negative aspects of cigarettes.

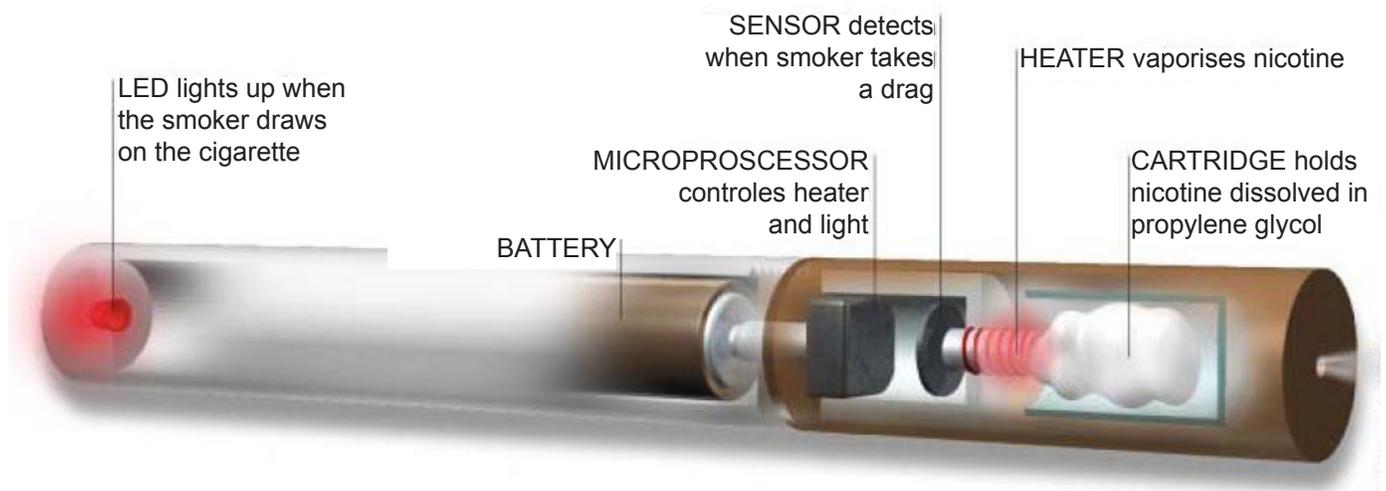
Just keep at it and pretty soon the new will become the new *normal*.

HOW AN EVERSMOKE E-CIG WORKS

“E-smoking” and “vapor smoking” are just terms we use to describe the use of an e-cigarette. In reality, there is no smoke involved in the operation of an e-cig. Also, instead of chemical-laden paper filters that commonly end up in the streets—thus harming the environment—e-cigs utilize lithium-ion battery energy to power these revolutionary devices.

These innovations, and others, help e-cigarettes look, feel, and taste just like traditional cigarettes, but without the unwanted side effects.

Keep reading below to learn about each and every component that goes into making an EverSmoke e-cigarette, and how they all work together to create what we call the “ultimate vaping experience.”



E-cigarette Battery

EverSmoke devices feature a standard lithium-ion cell battery, which is considered the most powerful type of e-cigarette battery. A sensor inside the battery activates when a user begins inhaling or presses a button, triggering a Smart Chip Processor to send a charge to the atomizer inside the cartridge. This process begins the vaporization of the liquid nicotine.

Automatic batteries are activated simply by inhaling, whereas *manual* batteries require the user to push down a button to activate the device. Automatic and manual batteries each have their advantages and disadvantages - deciding between the two depends on each user's preference. Read our article [“Choosing the Right Way to Power Your E-cigarette”](#) to learn more.

LED Indicator

The LED indicator light is attached to the end of the battery and glows whenever the e-cig is in use. This lets you know that your device is functioning properly. Furthermore, when the battery is running low on power, the LED light will flash, so you know it's time to recharge it.

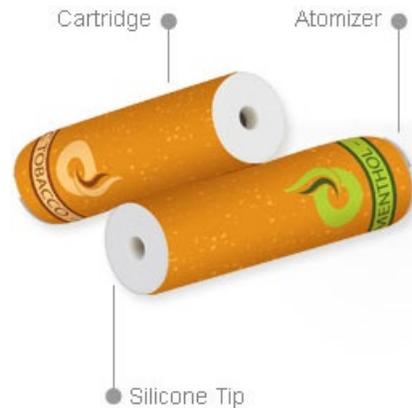
Aluminum Shell

The attractive exterior of the e-cig is made with sturdy aluminum, so it is durable and comfortable to hold and use.

Cartridge & Atomizer (Cartomizer)

E-cig cartridges hold the nicotine-infused liquid. Cartridges are disposable, and a new pre-filled one can be attached easily by screwing it into one end of the battery. EverSmoke cartridges are combined with the atomizer. This latest generation in e-smoking technology (called a “cartomizer”) reduces the number of pieces of the e-cig to two.

Powered by the battery, the atomizer instantly heats up the liquid nicotine into a gas to be inhaled and is responsible for the actual vaporization of the nicotine juice.



Silicone Mouthpiece

The silicone mouthpiece is attached to the end of the cartridge. It channels the vaporized nicotine from the cartridge to the user’s mouth.

In addition to the e-cig components necessary for the proper functioning of the device, there are a handful of accessories that can keep your e-cigarette in good working order, including:

-  **USB Charger:** One of several convenient charging options EverSmoke offers its users, allowing you to charge your e-cig battery from any device with a USB port—laptops, desktops, even tablets.
-  **Vehicle Adaptor:** For charging your e-cigarette using your car’s power outlet. Perfect for vapor smoking on the road.
-  **Portable Wall Charger:** Connects your e-cig battery to any wall outlet by working in conjunction with the USB charger.
-  **Personal Charging Case:** A unique case to hold your e-cigs and charge them at the same time. The sleek, black PCC is the size of a conventional pack of traditional cigarettes and can charge your e-cig batteries up to four times before needing to be recharged itself - a must-have accessory for regular e-smokers.

E-CIGARETTE MAINTENANCE

Another great thing about e-cigarettes is that they are relatively maintenance free. All you really have to remember to do is screw in a new pre-filled cartomizer when needed and charge your battery when it gets low, just like you do with your cell phone.

However, as with any technical device, occasionally an e-cig requires a little extra TLC in order to operate at its peak performance for longer. Fortunately, e-cigarette cleaning and maintenance is both quick and easy. Here are few useful troubleshooting tips that can save you time and money by extending the lifespan of your favorite e-cigarette:

Cartridges

Atomizers and cartridges used to be sold separately - however, the hassle of having to keep all three e-cig parts clean led to the creation of the modern cartridge, or “cartomizer,” which combines these two components together. This feature, along with EverSmoke’s unique pre-filled cartridges, means you don’t have to worry about cleaning this end of the device. Simply use them up, discard it, and grab a new filled cartridge. No maintenance required!

Batteries

While EverSmoke cartridges can be discarded when empty, our batteries are reusable, which means there are a number of ways you can maximize the longevity of your battery with some simple maintenance tips.

For instance, every week or so, clean your battery where it connects to the cartridge by using a damp cotton swab. Dirt and grime can accumulate in the ridges, decreasing the device’s performance. If the residue has hardened, try using a toothpick or tweezers to scrape it out of the crevasses.

Note: Since an e-cig battery contains electrical charges, it is important to make sure that your device is completely dry before attempting to reuse it. Allow plenty of time for it to air out on a paper towel.

Learn more about increasing your devices longevity by reading [“7 Actions You Can Take to Extend Your E-Cig’s Battery Life.”](#)

E-LIQUID FLAVORS

We like giving our vapor smokers choices, which is why at EverSmoke we offer the biggest and most delicious assortment of e-cig flavors to suit whatever your taste buds prefer. Whether you are partial to a sweet and savory flavor from your device, or you'd rather stick with the traditional taste of regular tobacco, you can find just what you like by sampling one of our 10 rich flavors:



Or, why pick just one?
Order our [Flavor Sampler](#)
to try all of these flavors
and pick out your favorites.



COMMON **E-SMOKING** TERMINOLOGY AND FAQs

We know how big of a step it can be to transition to electronic cigarettes. Veteran vapor smokers often throw around terms that can leave a new user feeling lost. To help make the switch easier for you, here are a few of the most common e-smoking phrases and questions you may encounter.

How does the EverSmoke e-cig work?

Our e-cigarettes use an advanced two-part technology: a battery component that contains a microchip and a cartridge/filter that has the atomizer inside (also called the “cartomizer”). When you inhale on your electronic cigarette, the microchip activates the battery, which in turn activates the atomizer and automatically produces vapor from the nicotine solution, or e-liquid, contained in the cartridge/filter.

Does the EverSmoke e-cig produce tar or smoke?

Simply put, no. The EverSmoke e-cig does not produce any smoke or tar whatsoever, but emits harmless, odorless water vapor that only resembles cigarette smoke.

Why are EverSmoke e-cigarettes better than tobacco cigarettes and other e-cig brands?

EverSmoke’s revolutionary smoking alternative allows for an enjoyable smoking experience without the smoke, ash, tar, carbon monoxide, or horrible and offensive smell found in traditional cigarettes. EverSmoke also surpasses other leading electronic cigarette brands with our superior VaporFlo™ technology that ensures a clean smooth draw, producing maximum vapor and a realistic smoking experience.

Can I truly smoke anywhere with my EverSmoke e-cig?

Unlike tobacco cigarettes, electronic cigarettes do not produce smoke, and therefore you should typically be permitted to smoke in areas that have non-smoking ordinances and laws. Smoking used to be socially acceptable, but now it’s frowned upon and even illegal in most public places. That’s why EverSmoke electronic cigarettes are such a great alternative.

What are the effects of nicotine?

Nicotine can act both as a stimulant and a sedative. The desirable effects of nicotine are a feeling of relaxation, calmness, and alertness. These feelings can last from minutes to hours, and nicotine is considered habit forming and addictive.

How much nicotine is in each cartridge?

We have five choices of nicotine strengths and our customers have the power to choose their own nicotine preference. The nicotine strengths are:

Bold 24 mg Same as Marlboro Reds	Full 18 mg Same as Pall Malls	Light 12 mg Same as Marlboro Lights	Ultra Light 6 mg Same as Camel Ultra Lights	Non-nicotine 0 mg Same great taste no nicotine!
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Visit the [Electronic Cigarette Glossary](#) to learn what all the basic terms means, as well as slang terms or acronyms you are likely to encounter. Also, don't forget to check out our [E-cig Knowledge Center](#) and [blog](#) to fully understand all the aspects of vaping and e-cigarettes and stay updated on industry news.

If have any addition questions about e-cigs that were not answered in this e-book, feel free to contact us at **1-800-856-EVER** or [send us an email](#).

Happy vaping and on behalf EverSmoke, welcome to the vapor smoking community!

