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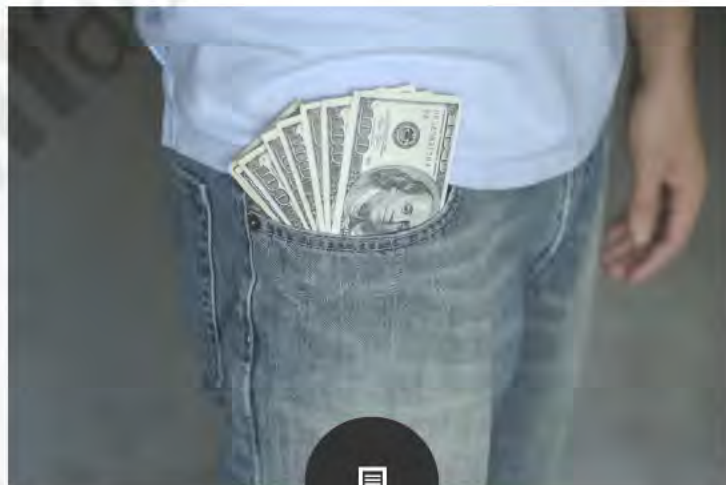


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Why Rechargeable E-Cigs Keep

Your Money in Your Pocket

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If you smoke a pack of cigarettes a day, you're probably spending around \$200 every month to get your nicotine fix. This number can more than double if you consume more than a pack a day or live in a city where a pack can cost as much as \$11 (New York City anyone?). This might not seem like that much now, but over the span of 20 years, a pack-a-day smoker will spend around \$48,000 on cigarettes. Think about all the ways you could use 48 grand. If you want to save money without foregoing nicotine altogether, rechargeable e-cigs are a great option. Rechargeable e-cigs will get you your nicotine while also keeping your money in your pocket.

Simple Math

It doesn't take a mathematician to know that rechargeable e-cigs can save you big bucks. The average price of a pack of cigarettes in the U.S. is around \$6 and the average smoker goes through about one pack per day. This means the average smoker spends around \$2200 annually to get their nicotine fix. Compare this to the cost of switching to a rechargeable e-cig and the savings speak for themselves. Rechargeable e-cigs users purchase cartridges and batteries instead of packs of cigarettes. Three KRAVE® cartridges will cost you \$5.95 (just under \$2 per cartridge) compared to \$6 for a pack of cigarettes. All in all, rechargeable e-cig users will save around 60% per year just by making the switch!

A Tax Free Fix

Traditional cigarettes are heavily taxed which means more money coming out of your pocket. For now, electronic cigarettes don't come with many of the tax burdens that regular cigarettes do. The cost of traditional cigarettes has steadily risen every year thanks in part to production and tobacco costs. Rechargeable e-cig costs on the other hand are projected to go down due to different material costs.



TWITTER



Going out for drinks this weekend? Here are some KRAVE® **#ecig** flavors that compliment your favorite cocktails! <http://t.co/vW010jkU4S>
16 hours ago



Finally! **#Happy #Friday!** What are your **#weekend** plans? <http://t.co/3JsfkTYstd>
18 hours ago



Do you have old **#ecig** cartridges and cartomizers? Read about how you can **#recycle** them! <http://t.co/OzD5AC73XV>
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So What's Stopping You?

Besides saving money, you'll have more flavor options and will no longer have to deal with odors, social exclusion, and first and secondhand smoke. If you're ready to make the switch and start saving money with rechargeable e-cigs, check out these KRAVE® rechargeable e-cig starter kits [here](#).



August 4, 2014 0



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Store Locator



“ I have been using krave e.cigarettes for a short time and I must say that it is the best cigarete that I have smoked in years. Krave e-cigarettes are very smooth, taste great, last long, and is always ready when I want to take a puff. I can use it at anytime and anywhere. You don't have to worry about your clothes smelling and you and anyone around you won't have to worry about secondhand smoke.”

— Goldie Mackins



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Rechargeable

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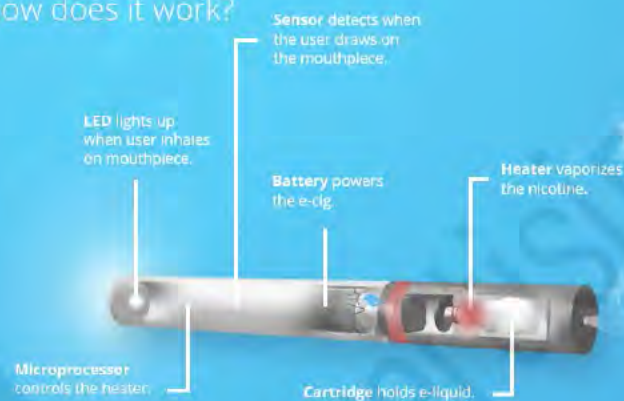
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Home > Discover | KRAVE® | Electronic Cigarette Technology | How it Works?

Discover

What is an e-cig and how does it work?

Electronic cigarettes, commonly referred to as e-cigs, do not burn tobacco directly like traditional cigarettes. Instead they deliver e-liquid into an atomizing chamber, where it is heated and turns into vapor. The vapor eliminates the harmful effects of first and second hand smoke associated with traditional cigarettes.



There are three parts to an electronic cigarette, including:

- A battery-operated heating element
- A compartment that contains e-liquid that may or may not contain nicotine or other solutions
- An atomizer that converts the e-liquid into vapor when heated

Electronic cigarettes offer a better alternative to traditional cigarette smoking because e-cigs do not emit flame, ash, tar or carbon monoxide like traditional cigarettes do. You can finally say "goodbye" to smelling like an ashtray.

But wait, it gets even better! Electronic cigarettes don't produce first or secondhand smoke, which means you can still "have a smoke" without endangering or offending anyone in the non-smoking community. It also means that you can use your electronic cigarette in places that you can't use traditional cigarettes, such as restaurants, bars, airplanes, etc.

What's in the vapor of a KRAVE® e-cig?

The vapor that is created when you vape your electronic cigarette is made of the following major ingredients: Propylene Glycol, Vegetable Glycerin, Nicotine, & Flavorings. But what is propylene glycol, you ask? Propylene glycol is a liquid substance that absorbs water. It is typically used in food coloring, flavoring and mouthwash. Propylene glycol is listed on the Food and Drug Administration's list of safe elements.

Is there an on or off switch on my electronic cigarette?

Nope, no need! The KRAVE® electronic cigarette is equipped with a microchip and sensor that activates when you inhale, and, to save battery life, your e-cig will only activate when you inhale! This technological characteristic not only saves battery time, but it also eliminates the inconvenience of having to turn your electronic cigarette on and off!

Can my KRAVE® really be used in non-smoking areas?

Since your electronic cigarette doesn't give off first or secondhand smoke like a traditional tobacco cigarette, vaping your KRAVE® electronic cigarette in areas that typically don't permit smoking is legal. This even includes restaurants, bars, clubs, offices, airports & more! Always be courteous to others and check local rules as well.

Will my electronic cigarette set off smoke alarms?

Because the user exhales vapor, it is very unlikely that it would set off a smoke alarm or carbon monoxide detection device.