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## FAQ

What are the positive aspects of using an e-cigarette?

Freedom from second-hand smoke, ash, tar, yellow teeth, bad breath, and odor in clothes. Many consumers report that they feel that they can breathe better within weeks of solely using the e-cigarette. Cost-efficient. Most consumers will save money from the low cost of cartridges when compared to the purchase of traditional cigarettes.

Why do you have two different products on your site?

Puresmoke started off with our patented 3-piece design and have recently upgraded our product to a cartomizer design. We still have our original product for our loyal customers; however, we are transitioning to our cartomizer design which has improved battery life and flavor.

How long does the battery last?

The lifespan of the battery is 300 charge cycles. A fully charged battery will yield approximately 100 puffs before needing to be recharged. A low battery charge is indicated by the LED tip flashing 10 times.

What is the nicotine strength in each cartridge compared to traditional cigarettes?

For our Original Series we estimate that each High cartridge is roughly equivalent to the nicotine found in one pack of traditional regular cigarettes. Each Medium cartridge is approximately equivalent to one pack of traditional light cigarettes. Each Low cartridge is equivalent to one pack of traditional ultralight cigarettes. For our Cartomizer series we estimate that each High cartridge is roughly equivalent to two packs of traditional regular cigarettes. Each Gold cartridge is equivalent to two packs of traditional light cigarettes.

What is an nicotine?

Description provided by CDC (Centers for Disease Control and Prevention) below:

Nicotine is a naturally occurring toxic chemical found in tobacco plants. It has a fishy odor when warm. Cigarettes, cigars, other tobacco products, and tobacco smoke contain nicotine. Worker exposure may occur during processing and extraction of tobacco. At one time, nicotine was used in the United States as an insecticide and fumigant; however, it is no longer produced or used in this country for this purpose. Nicotine affects the nervous system and the heart. Exposure to relatively small amounts can rapidly be fatal.

What is an atomizer?

An atomizer is a heating element that vaporizes the solution. When using the e-cigarette, the battery is activated which in turn activates the atomizer to heat up the solution inside the cartridge. The process will result in a visible, water-based vapor that looks similar to smoke.

What is a cartomizer?

A cartomizer is the combination of a cartridge and atomizer. Unlike our 3-piece series, there is no need to change out the atomizer since each cartridge is attached to a new atomizer. There are several benefits to this design including enhanced flavor and vapor as well as guaranteed prevention of solution leaking into the battery component.

Do you have a free trial or sample pack that I can try?

While we do not offer free samples, we currently have our disposable units which are a low cost option to trying our e-cigarettes if you are hesitant about committing to the starter kits. Also, please be aware of companies that offer free trials or samples, as they will often have terms or conditions

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that do not benefit consumers in the long run.

Are there any side effects from using the e-cigarette?

There are some side effects that vary by individuals. Some of these side effects can be prevented with proper awareness and knowledge of the use of e-cigarettes. It is best to be aware of how much nicotine you intake via an e-cigarette. Some consumers experience heart palpitations due to an increase of nicotine into their system that their bodies are not used to. This is similar to an excessive consumption of caffeine. Some consumers may experience a harsh throat hit or burning sensation. This is often due to long draws on the unit and/or the unfamiliarity of the vapor to the throat. This tends to disappear within 1-2 weeks of use. If the issue persists, be sure to contact your physician. Scratchy/dry throat and coughing has also been associated with the use of e-cigarettes. However, it is usually the result of the body adjusting to the lack of traditional cigarettes and the introduction of e-cigarette. Generally, the cough and throat symptoms and throat symptoms will dissipate after 2-3 weeks of use. Many consumers have also suggested drinking more water or eating hard candies to help with the dry throat.

