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## WILL I SAVE MONEY IF I BUY 21ST CENTURY SMOKE<sup>®</sup> ELECTRONIC CIGARETTES?

YES!! WITH A ONE-TIME INVESTMENT IN A RECHARGEABLE BATTERY AND CHARGER (SEVERAL KITS ARE AVAILABLE), YOU ONLY HAVE TO PURCHASE THE ECONOMICAL 21ST CENTURY SMOKE<sup>®</sup> NICOTINE CARTRIDGE REFILL PACKS OF YOUR CHOICE TO CONTINUE USE OF YOUR E-CIGARETTE. A 21ST CENTURY SMOKE<sup>®</sup> EXPRESS CARTRIDGE REFILL PACK (6 CARTRIDGES) IS EQUAL TO APPROXIMATELY TWELVE PACKS OF CIGARETTES.\* JUST LOOK AND SEE WHAT YOU CAN SAVE BY SWITCHING TODAY!

***\*NOTE: THESE ESTIMATES ARE BASED ON AN AVERAGE OF 15 PUFFS PER TOBACCO CIGARETTE. PUFF TOTALS FOR TOBACCO OR ELECTRONIC CIGARETTE REFILL CARTRIDGES CAN VARY GREATLY DEPENDING ON THE USER.***

### SAVE MONEY WITHIN 60 DAYS USING 21ST CENTURY SMOKE<sup>®</sup> EXPRESS CARTRIDGES

COMPARE THESE COSTS FOR A PACK A DAY (PAD) SMOKER:

- TOBACCO CIGARETTES: 1 PAD X \$6.00 PER PACK OF CIGARETTES X 60 DAYS= **\$360.00.**
- ONE 21ST CENTURY SMOKE<sup>®</sup> SUPER KIT (\$39.99) + 4 SIX COUNT EXPRESS CARTRIDGE REFILL PACKS AND 1 THREE COUNT EXPRESS CARTRIDGE REFILL PACKS \* (\$71.95) = **\$111.91.**

**THAT'S \$248.09 IN SAVINGS IN A 60 DAY PERIOD!**

***\*NOTE: FOUR 21ST CENTURY SMOKE<sup>®</sup> SIX COUNT EXPRESS CARTRIDGE REFILL PACKS, ONE 21ST CENTURY SMOKE<sup>®</sup> THREE COUNT EXPRESS CARTRIDGE REFILL PACKS AND ONE SUPER KIT ARE APPROXIMATELY THE SAME AMOUNT OF PUFFS AS 60 PACKS OF CIGARETTES. THIS ESTIMATE IS BASED ON AN AVERAGE OF 15 PUFFS PER TOBACCO CIGARETTE. PUFF TOTALS FOR TOBACCO OR 21ST CENTURY SMOKE<sup>®</sup> EXPRESS REFILL CARTRIDGES CAN VARY GREATLY DEPENDING ON USER.***

COST IS BASED ON \$15.99 PER 21ST CENTURY SMOKE® SIX COUNT EXPRESS CARTRIDGE REFILL PACK AND 7.99 FOR 21ST CENTURY SMOKE® THREE COUNT EXPRESS CARTRIDGE REFILL PACK.

SAVE MORE THAN \$1,500.00 A YEAR USING 21ST CENTURY SMOKE® EXPRESS CARTRIDGES

## COMPARE THESE COSTS FOR A PACK A DAY (PAD) SMOKER:

- TOBACCO CIGARETTES: 1 PAD X \$6.00 PER PACK OF CIGARETTES X 365 DAYS= **\$2,190.00.**
- ONE 21ST CENTURY SMOKE® SUPER KIT (\$39.99) + 30 SIX COUNT EXPRESS CARTRIDGE REFILL PACKS\* (\$479.70) + 5 RECHARGEABLE BATTERIES (\$59.95)= **\$579.64**

THAT'S \$1610.36 IN SAVINGS IN ONE YEAR!

*\*NOTE: THIRTY 21ST CENTURY SMOKE® SIX COUNT EXPRESS CARTRIDGE REFILL PACKS AND ONE SUPER KIT ARE APPROXIMATELY THE SAME AMOUNT OF PUFFS AS 365 PACKS OF CIGARETTES. THIS ESTIMATE IS BASED ON AN AVERAGE OF 15 PUFFS PER TOBACCO CIGARETTE. PUFF TOTALS FOR TOBACCO OR 21ST CENTURY SMOKE® EXPRESS REFILL CARTRIDGES CAN VARY GREATLY DEPENDING ON USER. COST IS BASED ON \$15.99 PER 21ST CENTURY SMOKE® SIX COUNT EXPRESS CARTRIDGE REFILL PACK.*

FOR MORE INFORMATION ON HOW WE CALCULATE OUR STATISTICS, PLEASE EMAIL US DIRECTLY AT [CUSTOMERSERVICE@21STCENTURYSMOKE.COM](mailto:CUSTOMERSERVICE@21STCENTURYSMOKE.COM).

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## BENEFITS OF 21<sup>ST</sup> CENTURY SMOKE® ELECTRONIC CIGARETTES

- No bad breath
- No smelly clothes
- No smoke or second hand smoke
- Satisfies nicotine craving
  - Satisfies the oral fixation of traditional cigarettes' "smoking experience"
- No flame. No combustion.
- Can smoke it in most places where traditional cigarettes are prohibited
- Easy to use
- Lower cost than traditional cigarettes
- 9-Month Quality Warranty

### 21<sup>ST</sup> Century Smoke® Electronic Cigarettes Can Be Smoked Almost Anywhere

21<sup>ST</sup> Century Smoke® electronic cigarettes may be used legally indoors in most areas where traditional smoking may be prohibited. The statutory definitions for most state smoking bans specify;

- (a) Smoking refers to smoking tobacco or anything which contains tobacco, or smoking any other substance and;
- (b) Smoking includes being in possession of lit or lighted tobacco or of anything lit which contains tobacco, or being in possession of any other lit substance in a form in which it could be smoked.

The key phrases in most legislation are: "tobacco", "lit" or "lighted", as well as "cigar", "cigarette", "pipe" or other smoking equipment. Because a substance needs to be lit in order for smoking to take place, 21<sup>ST</sup> Century Smoke® smokeless electronic cigarettes are exempt from most state smoking bans. Some states, like Wisconsin, specifically exempt these products in their legislation.

Consumers of 21<sup>ST</sup> Century Smoke® electronic cigarettes should always check to see what the rules are in their city, county, and state. Currently, New Jersey bans e-cigarettes anywhere traditional smoking is banned. Major airlines have also banned e-cigarettes on flights within the United States to prevent possible confusion with other passengers. This may also apply to other areas where large numbers of people gather; like sport venues, concerts, etc. If in doubt, ask.

Think about it. There is no more need to step outside. No more trips to designated smoking areas. No longer will you have to miss out on the action at your favorite places because you were out smoking.

### 21<sup>ST</sup> Century Smoke® Electronic Cigarettes Rechargeable Kits Are More Affordable Than Traditional Tobacco Products

The costs of traditional tobacco products continue to rise as states look for ways to increase their dwindling revenue. Currently,

an average pack of cigarettes sells for \$6.00. States charge an average tax per pack of \$1.45, with the number one state charging a whopping \$4.35 a pack tax. These averages don't count local taxing districts that are starting to add their own taxes to cigarettes.

Compare that to 21<sup>st</sup> Century Smoke® electronic cigarettes where you could save more than \$1100.00 a Year: For a pack a day (PAD) smoker:

Tobacco cigarettes: 1 PAD x \$6.00 per pack of cigarettes x 365 days= \$2,190.00.

One 21<sup>st</sup> Century Smoke® Super Kit (\$39.99) + 30 Six Count Express Cartridge refill packs\* (479.90) + 5 Rechargeable Batteries (\$59.95) = \$579.64

That's \$1610.36 in savings in one year!

\*Note: Thirty 21<sup>st</sup> Century Smoke® Six Count Express Cartridge refill packs are approximately the same amount of puffs as 365 packs of cigarettes. This estimate is based on an average of 15 puffs per tobacco cigarette. Puff totals for tobacco or 21<sup>st</sup> Century Smoke® Express refill cartridges can vary greatly depending on user. Cost is based on \$15.99 per 21<sup>st</sup> Century Smoke® Six Count Express Cartridge refill pack.

For more information on how we calculate our statistics, please email us directly at [customerservice@21stcenturysmoke.com](mailto:customerservice@21stcenturysmoke.com).

### **21<sup>st</sup> Century Smoke® Electronic Cigarettes Are Smoke-Free Cigarettes**

21<sup>st</sup> Century Smoke® electronic cigarettes produce mostly water vapor and no smoke. No smoke means no residual odor on your clothes, in your car, in your house, or on you. Even if you don't notice the difference, your family and friends will!

### **21<sup>st</sup> Century Smoke® Electronic Cigarettes Are Non-Flammable**

21<sup>st</sup> Century Smoke® electronic cigarettes are completely non-flammable. Whether you're driving a car, relaxing at home or working on a project around the house, 21<sup>st</sup> Century Smoke® electronic cigarettes are much safer when it comes to preventing fires than traditional cigarettes.

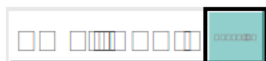
Compare that to traditional cigarettes, where an estimated 9,000 smoking-related fires occur every year in the United States. In addition to causing more than 9,000 fires, smoking-related fires are the number one cause of fire death, totaling more than 17% of all fire-related deaths.

### **21<sup>st</sup> Century Smoke® Electronic Cigarettes Do Not Require a Lighter**

Not only are 21<sup>st</sup> Century Smoke® electronic cigarettes more affordable than traditional cigarettes, head to head, you will also save money on lighters. Let's face it, they may be inexpensive, but people lose lighters all the time.

If you have children in the house, it's important to note that each year more than 200 deaths are associated with fires started by cigarette lighters. About two-thirds of these cases result from children playing with lighters, and most of the victims are under five years old.

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