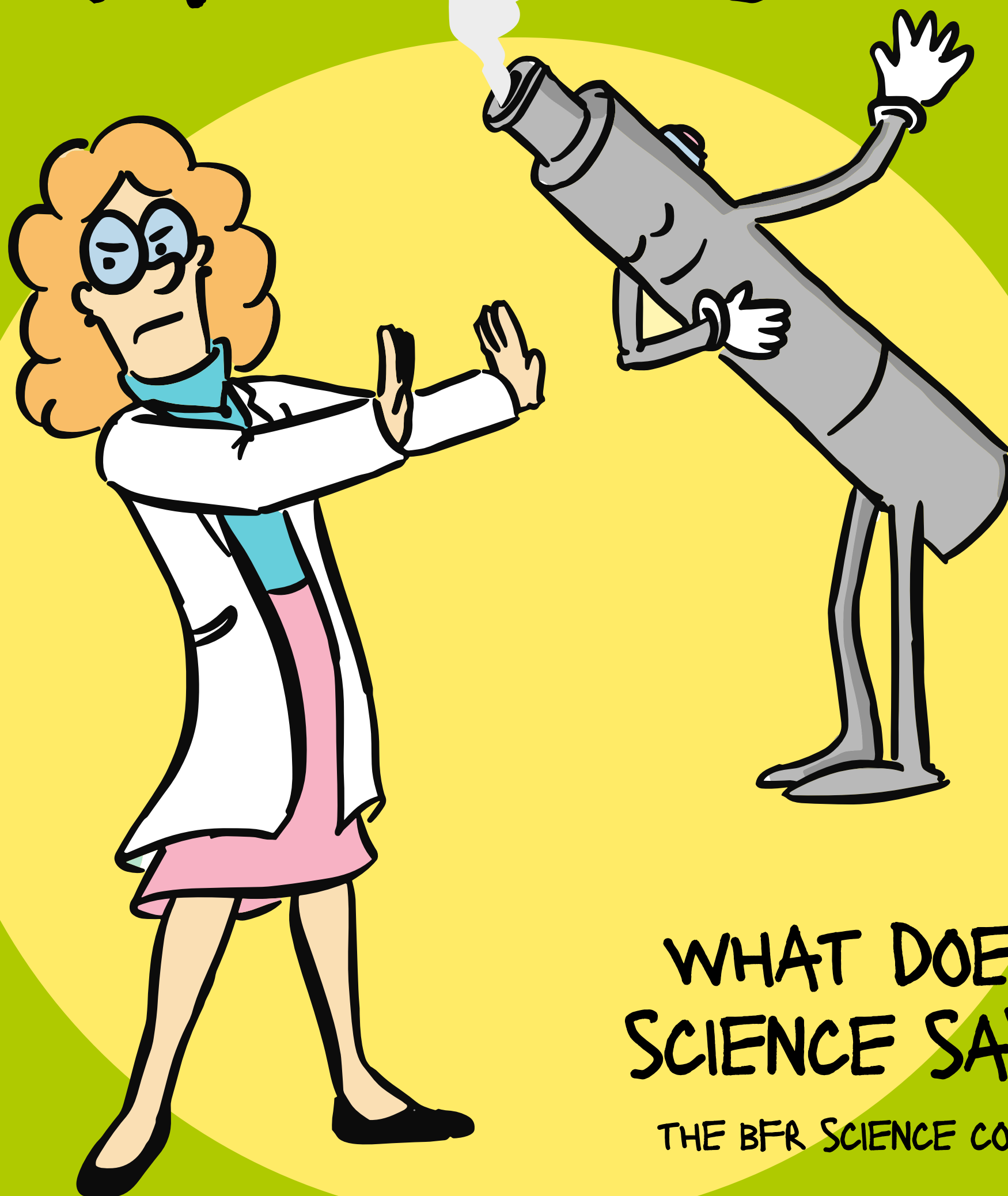


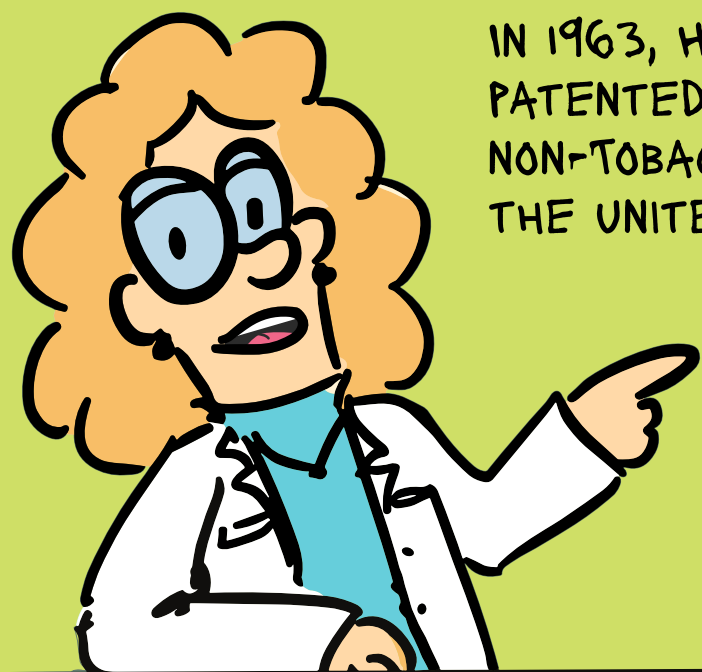
E-CIGARETTES



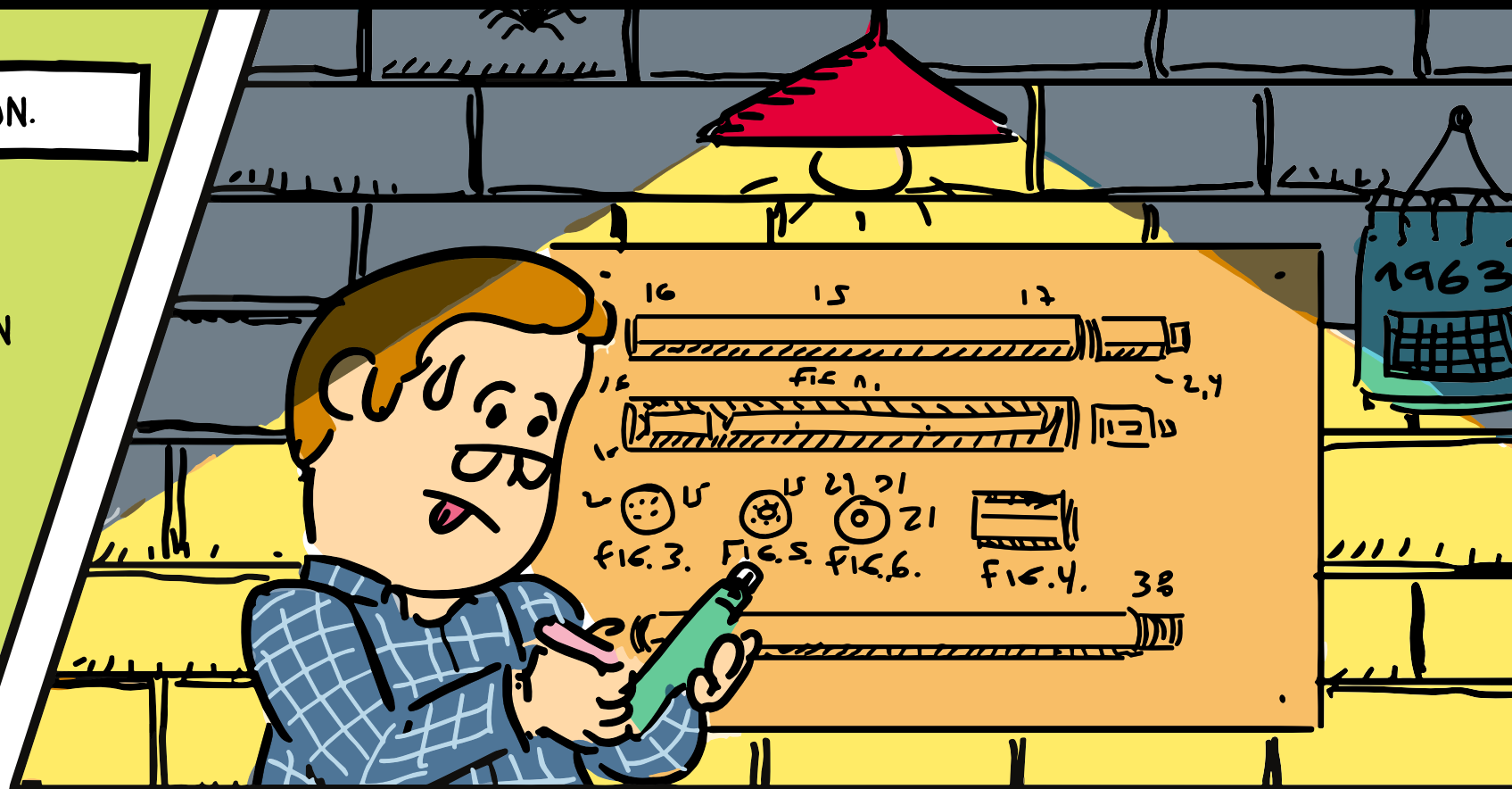
WHAT DOES
SCIENCE SAY?

THE BFR SCIENCE COMIC

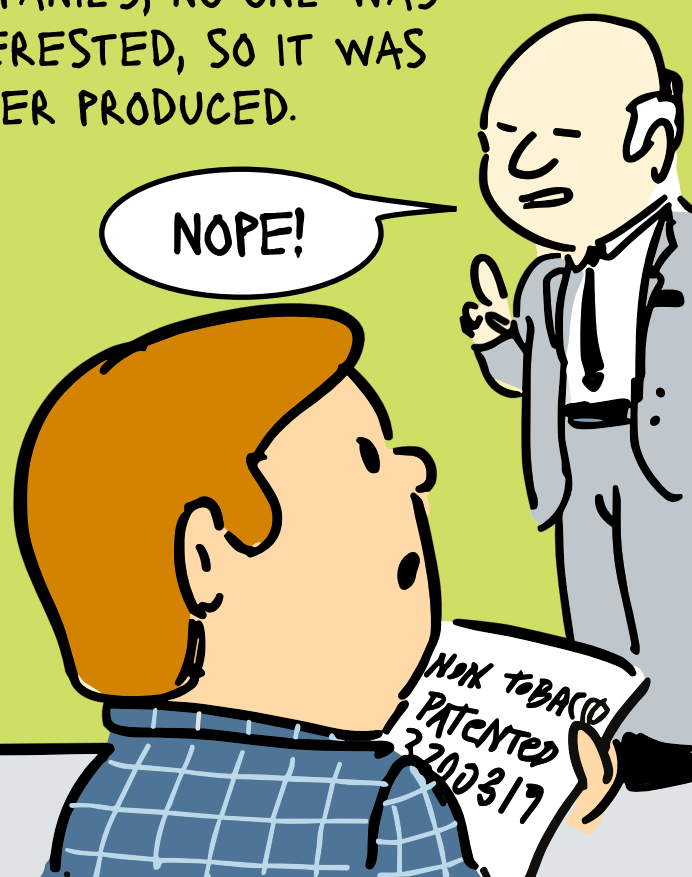
E-CIGARETTES ARE NOT A TOTALLY NEW INVENTION.



IN 1963, HERBERT GILBERT PATENTED THE "SMOKELESS NON-TOBACCO CIGARETTE" IN THE UNITED STATES.



HOWEVER, WHEN HE OFFERED HIS INVENTION TO PHARMACEUTICAL COMPANIES, NO ONE WAS INTERESTED, SO IT WAS NEVER PRODUCED.



IN 2003



e-CIGARETTE NOW AVAILABLE

40 YEARS LATER, CHINESE PHARMACIST HON LI DEVELOPED THE FIRST E-CIGARETTE, WHICH ACTUALLY WENT ON THE MARKET.

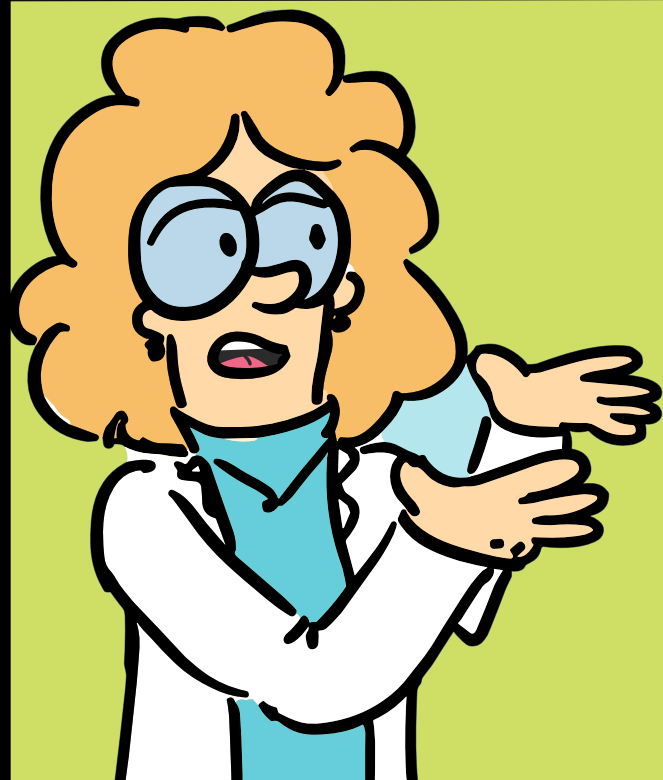
IT WAS PROMOTED AS AN ALTERNATIVE FOR SMOKERS WHO WANTED TO ENJOY THE NICOTINE RUSH WITHOUT INHALING THE HARMFUL SUBSTANCES CONTAINED IN CIGARETTE SMOKE.

OVER THE YEARS, HOWEVER, THERE HAS BEEN CLEAR EVIDENCE THAT E-CIGARETTES MAY BE ASSOCIATED WITH HEALTH RISKS.

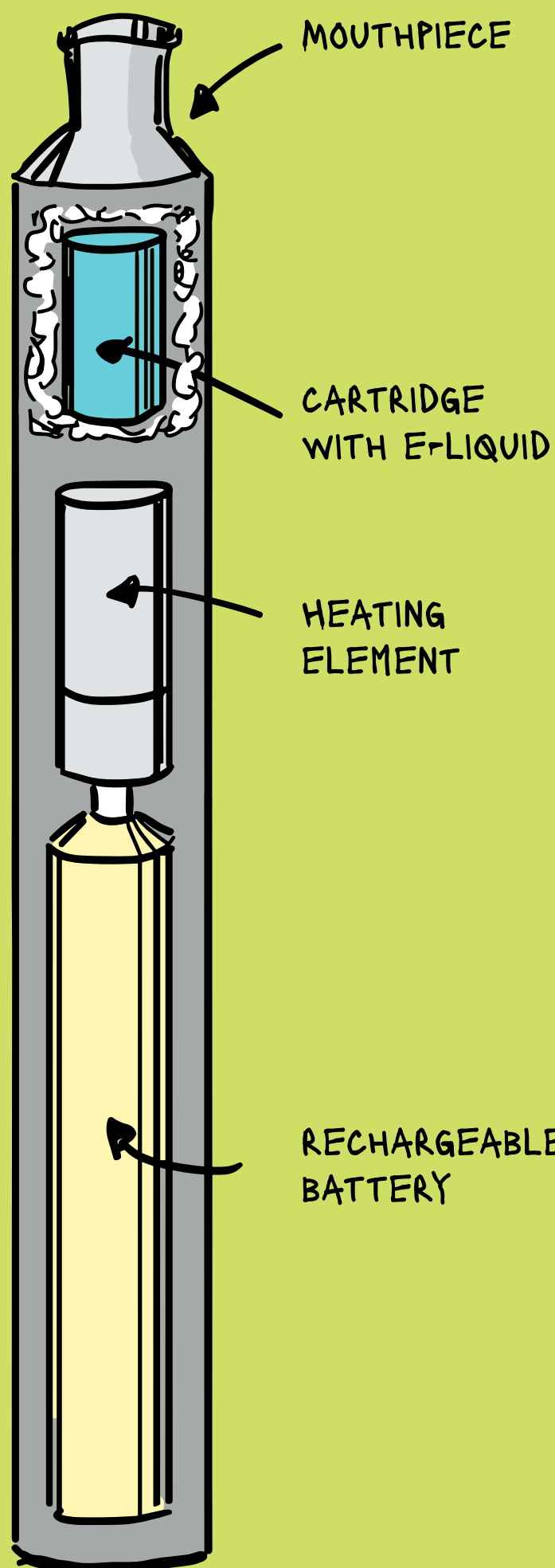
WHAT DOES SCIENCE SAY?

HOW HARMFUL ARE E-CIGARETTES REALLY?

TO ANSWER THAT QUESTION, WE HAVE TO DIG A LITTLE DEEPER TO UNDERSTAND
+++ HOW E-CIGARETTES WORK +++



AN E-CIGARETTE CONSISTS OF A VAPORISER WITH A BATTERY-POWERED HEATING ELEMENT AND A CARTRIDGE THAT CONTAINS LIQUID.



UNLIKE CONVENTIONAL CIGARETTES, NO TOBACCO IS BURNED.

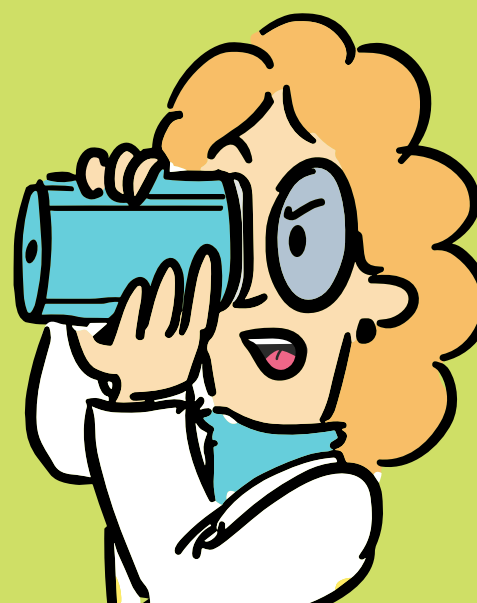
INSTEAD, A FLAVOURED LIQUID CONTAINING NICOTINE IS HEATED AND VAPORISED;

E-LIQUID

THIS VERY LIQUID IS THE PROBLEM!!!



THE LIQUID CONSISTS OF PROPYLENE GLYCOL AND GLYCERINE; BOTH ARE VAPORISING AGENTS ...

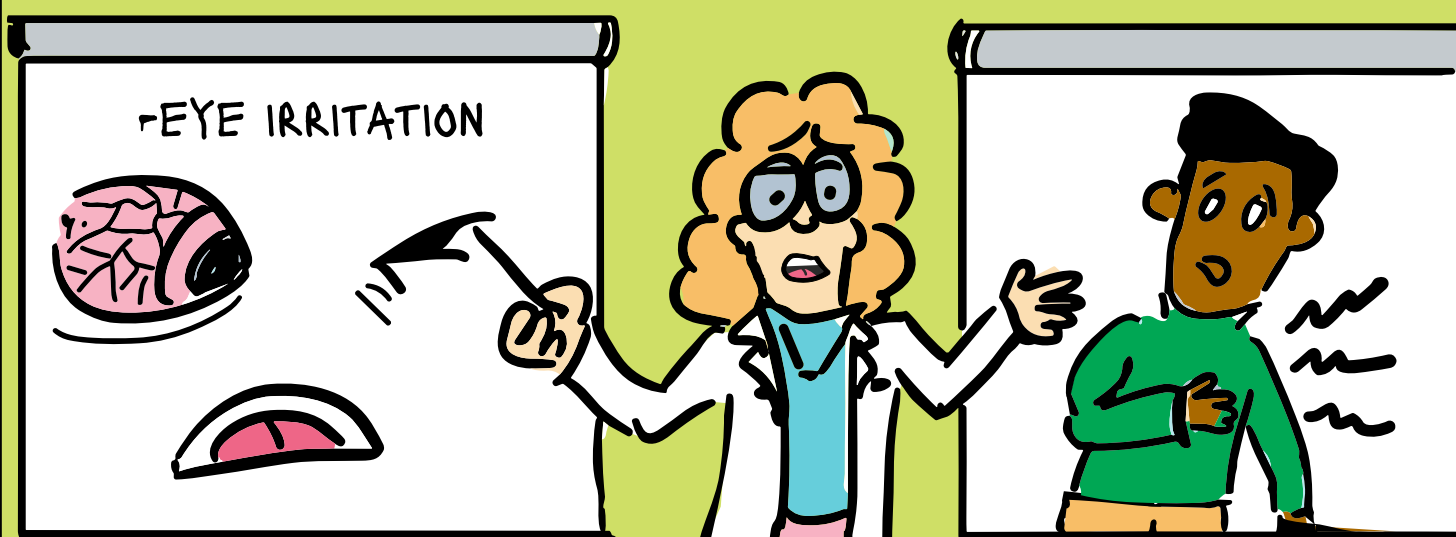


... THAT, WHEN HEATED, PRODUCE THE VAPOUR THAT IS ALSO USED IN FOG MACHINES.

FRAGRANCES, FLAVOURING SUBSTANCES AND NICOTINE ARE ADDED.

RISKS OF VAPING

-RESPIRATORY AND CARDIOVASCULAR PROBLEMS

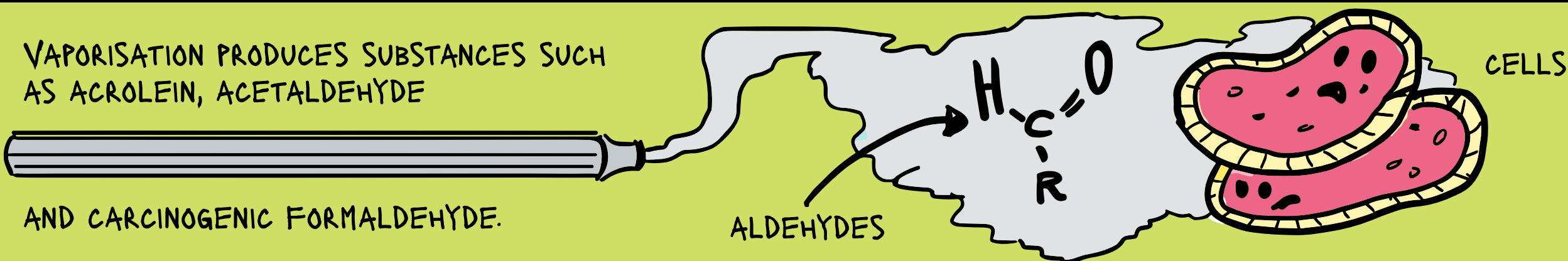


-EYE IRRITATION

- INCREASED HEART RATE
- INCREASED BLOOD PRESSURE
- CHEST PAIN

VAPORISATION PRODUCES SUBSTANCES SUCH AS ACROLEIN, ACETALDEHYDE

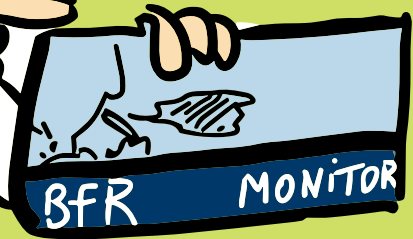
AND CARCINOGENIC FORMALDEHYDE.



ACCORDING TO A SURVEY BY THE BFR;

84%

OF THE POPULATION ASSOCIATE E-CIGARETTES WITH HEALTH RISKS
49% VIEW LUNG DAMAGE AS THE MAIN RISK.



SOURCE:
1,006 RESPONDENTS,
BFR CONSUMER MONITOR 2019,
SPECIAL E-CIGARETTES



E-CIGARETTES

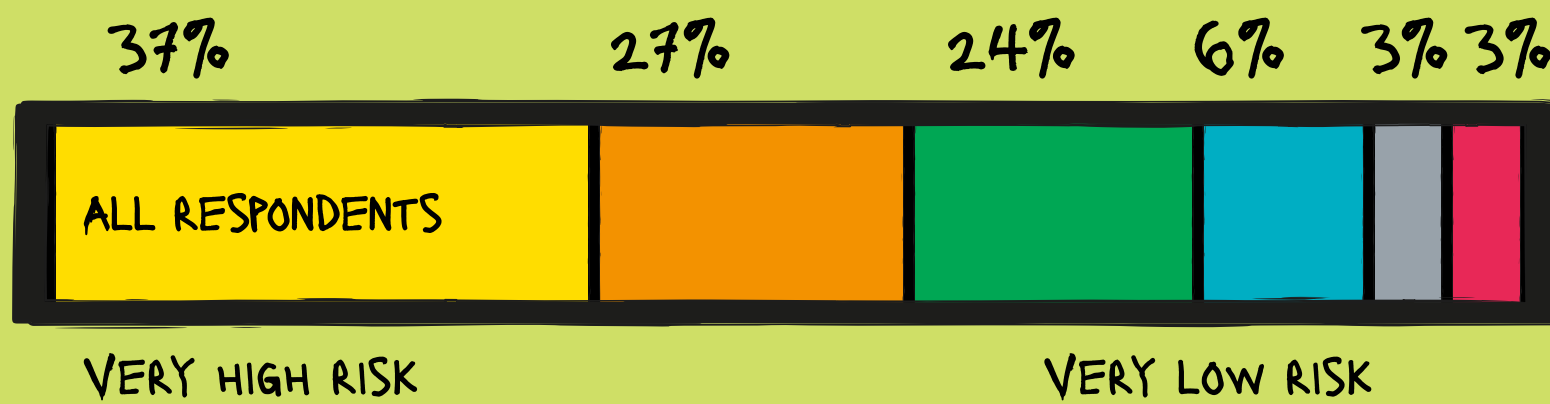
LUNG DAMAGE



RISK PERCEPTION

"HOW WOULD YOU RATE THE HEALTH RISKS OF E-CIGARETTES?"

64%*
RATE THE HEALTH RISK OF E-CIGARETTES AS VERY HIGH OR HIGH



*848 RESPONDENTS WHO ASSOCIATE POSSIBLE HEALTH RISKS WITH E-CIGARETTES



MMM!
SMELLS LIKE TEEN SPIRIT!

33%**
OF RESPONDENTS THINK THE MOST POSITIVE THING ABOUT E-CIGARETTES IS THE FLAVOUR

**131 RESPONDENTS WHO ASSOCIATE POSITIVE ASPECTS WITH E-CIGARETTES

SOURCE:
BFR CONSUMER MONITOR 2019,
SPECIAL E-CIGARETTES

LONG-TERM EFFECTS OF E-CIGARETTES; UNKNOWN

SMOKING TOBACCO CAN CAUSE CANCER, HEART DISEASE, STROKE AND LUNG DISEASE.

ALTHOUGH E-CIGARETTES MAY BE LESS HARMFUL THAN CONVENTIONAL CIGARETTES, THEY ARE NOT HARMLESS.

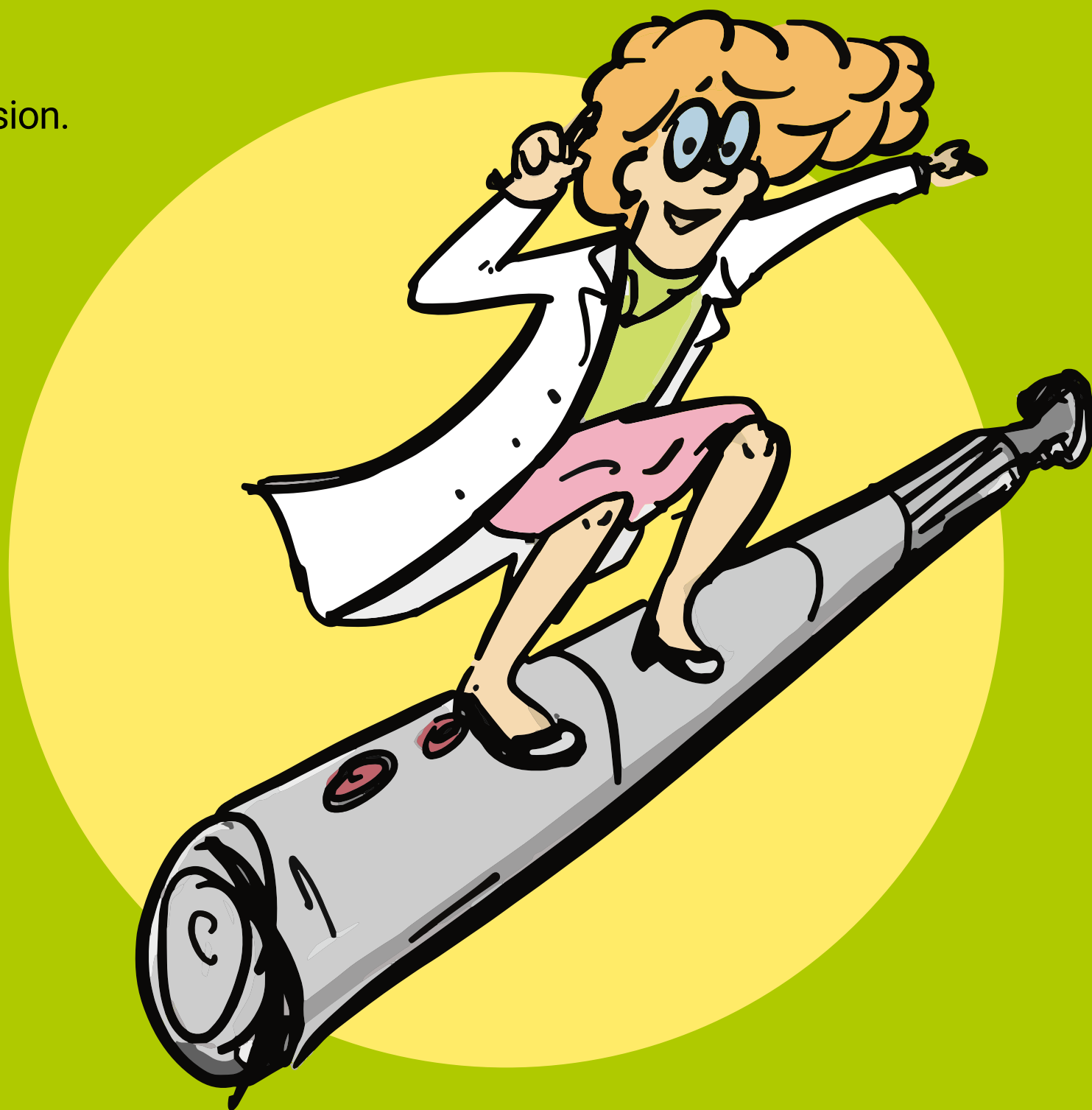
MANY OF THE SUBSTANCES USED IN E-CIGARETTES HAVE NOT BEEN SUFFICIENTLY INVESTIGATED.

THE VAPORISING AGENTS MAY BE HARMLESS IF USED FOR A SHORT TIME. NOBODY KNOWS HOW THEY MIGHT AFFECT HEALTH IF INHALED OVER A LONG PERIOD OF TIME.

NICOTINE IN E-CIGARETTES IS ALSO HARMFUL TO HEALTH AND IS ADDICTIVE.

THEREFORE, QUITTING SMOKING ALTOGETHER IS ALWAYS THE BEST SOLUTION.

This text version is a translation of the original German text which is the only legally binding version.



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