

# World Vaping Day celebrates growth of E-Lites alternative

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World Vaping Day takes place for the first time today (22nd March) and the UK's leading electronic cigarette brand is joining in with celebrations of the fast-growing trend.

Increasing numbers of smokers around the world are switching to 'vaping' – the term for using electronic cigarettes, which produce a steam-like vapour instead of nasty-smelling smoke.

As the UK's most recognised electronic cigarette brand, E-Lites (<http://www.e-lites.co.uk>) is at the forefront of the 'vaping' trend, which offers smokers a healthier, cheaper and legally unrestricted alternative to tobacco cigarettes.

To mark the occasion, E-Lites has unveiled a brilliant video which sees some of the biggest stars from Hollywood's golden age enjoying E-Lites (<http://www.e-lites.co.uk>) instead of regular cigarettes. It can be viewed here ([http://http://www.youtube.com/watch?v=oOtLFKX\\_Odo](http://http://www.youtube.com/watch?v=oOtLFKX_Odo)).

Record numbers of smokers are switching to electronic cigarettes to avoid damaging their health, according to a recent survey by E-Lites.

Of the 500 E-Lites buyers surveyed, 69% said they first tried the products for health reasons. Additionally 34% said a primary motivation for switching was to save money, while 19% cited the ability to smoke in public as the key factor and 16% pointed to the absence of nasty smells.

Sales of E-Lites have reached record levels in the early part of this year, on the back of a four-fold increase in 2011.

E-Lites contain a nicotine solution that users inhale as a vapour, recreating the satisfaction of a traditional cigarette but without tobacco, tar and other toxins. Successive studies have shown these products to virtually eradicate the harm caused by smoking.

An additional advantage is that E-Lites are significantly cheaper than cigarettes, offering a typical 20-a-day smoker a saving of around £162 per month, for example. Furthermore, the products are legally unrestricted for use almost anywhere, since they produce no smoke, no nasty smells and present no passive smoking issues.

E-Lites co-founder and director Adrian Everett said: "World Vaping Day is a fantastic opportunity to make more smokers aware of the advantages of vaping as opposed to smoking. Our products have introduced a new 'harm reduction' option for those who are struggling to quit completely, or simply don't wish to. We've developed a reliable, safe and satisfying alternative that has numerous advantages over regular tobacco cigarettes, and 2012 is set to be our bigger year yet."

The survey results are based on an online questionnaire answered by 500 UK-based E-Lites customers. Of all respondents, 60% were men and 40% women. These fell into a range of age groups – 26-30 (6.9%); 31-35 (9.7%); 36-40 (12.6%); 41-45 (15.4%); 46-50 (15%); 50-60 (23.7%) and over-60 (11.9%).

E-Lites ([www.e-lites.co.uk](http://www.e-lites.co.uk)) was established in the UK in 2007 and is already a leader in its field, producing some of the most advanced electronic cigarettes on the market. The company is expanding nationally and internationally as demand grows for its innovative products.

These are the result of extensive UK research and development. The evolution of E-Lites has been supported by significant investment in design and testing to ensure its electronic smoking devices are made to the highest standards and deliver the most authentic and luxurious smoking sensation possible. The company's manufacturing facility uses the latest state of the art micro-electronic technology, ensuring E-Lites set the standard within the electronic smoking industry. E-Lites are globally patented, internationally trademarked, and are backed by an international parts replacement guarantee.

E-Lites have attracted the interest of numerous celebrities. Musicians and singers at the 2010 Royal Variety Performance were introduced to E-Lites, with members of N'Dubz, Take That, Jamie Cullum and Russell Watson among the stars fascinated by the product. E-Lites were also included in backstage goodie-bags at the Brit Awards 2011.

One of the directors of E-Lites, Michael Ryan is also chairman of the Electronic Cigarette Industry Trade Association (ECITA), a representative body which provides advice, guidelines and support to members, as well as working to ensure the correct regulatory framework is applied to such products. For more information, visit [www.ecita.org.uk](http://www.ecita.org.uk)

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