

CN Creative wins 'Best Business Award' for Intellicig success

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CN Creative (CNC), the bioscience company specialising in tobacco harm reduction products and services, has scooped the Best Small to Medium Sized Business Award in the pharmaceutical division of the 'Best Business Awards'.

The awards recognise and reward excellence across the private and public sectors. CN Creative (<http://www.cncbio.com>), which supplies its Intellicig electronic cigarettes to more than 300 pharmacies throughout the UK and also offers a smoking cessation service in collaboration with the NHS, was commended for its impact on the industry.

Entries for this highly respected award are judged by an independent panel and each submission is scored against specific category criteria with a particular emphasis on success and innovation.

Andrew Areoff, chairman of the judging panel commented: "In only four years, CN Creative (<http://www.cncbio.com>) has made a huge impact in the smoking cessation market and is an excellent example of a company that has invented innovative products, made them and managed their distribution.

"After developing their first electronic cigarette, Intellicig, in 2008, the company now exports to 26 countries, including the US. It currently has a staff of 50 and that workforce is doubling every year. CN Creative has made a great start and has more innovative products in the pipeline."

David Newns, Director of CNC said: "It's extremely gratifying to have our hard work and efforts recognised with such an important award. We're dedicated to creating the safest and most reliable tobacco harm reduction products and services and this award is a great reflection of that."

CNC has enjoyed rapid growth since its founding in 2008 and has state-of-the-art facilities within the University of Manchester Innovation Centre (UMIC) to fulfill its international ambitions.

Intellicig is an electronic nicotine delivery device which provides smokers with a realistic but less harmful alternative to conventional cigarettes. Intellicig's nicotine solution, ECOpure, has been developed in Manchester by the company and uses only ingredients approved for use by the pharmaceutical industry.

For more information, please visit www.cncbio.com

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Intellicig is the flagship brand of the CNC Group, a bioscience company committed to developing the next generation of products designed to accelerate and enhance Smoking Harm Reduction.

CNC's Intellicig.com offers a range of electronic cigarettes, containing ECOpure which the company has designed, manufactured and rigorously tested to pharmaceutical standards in laboratories at the company's Manchester research centre. The company also sells traditional nicotine replacement products

through NRTDirect.co.uk and through QuitDirect.co.uk it provides a smoking cessation service in partnership with the NHS and private companies.

Intellicig now employs more than 50 full-time staff at its Operations Centre and at the company's Bioscience Headquarters in Manchester where its nicotine preparation ECOpure is manufactured within an ISO Class 8 Clean Room to cGMP medicinal standards.

Prioritising consumer safety above all other considerations, the company's regulatory team includes five globally-qualified consultants who work with government bodies to ensure product compliance.

Intellicig is available in more than 5,000 retail and pharmacy outlets. Internationally, Intellicig is now sold in 26 countries throughout the world.

For more information, please visit www.cncbio.com

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