

# Different from a Traditional Cigarette



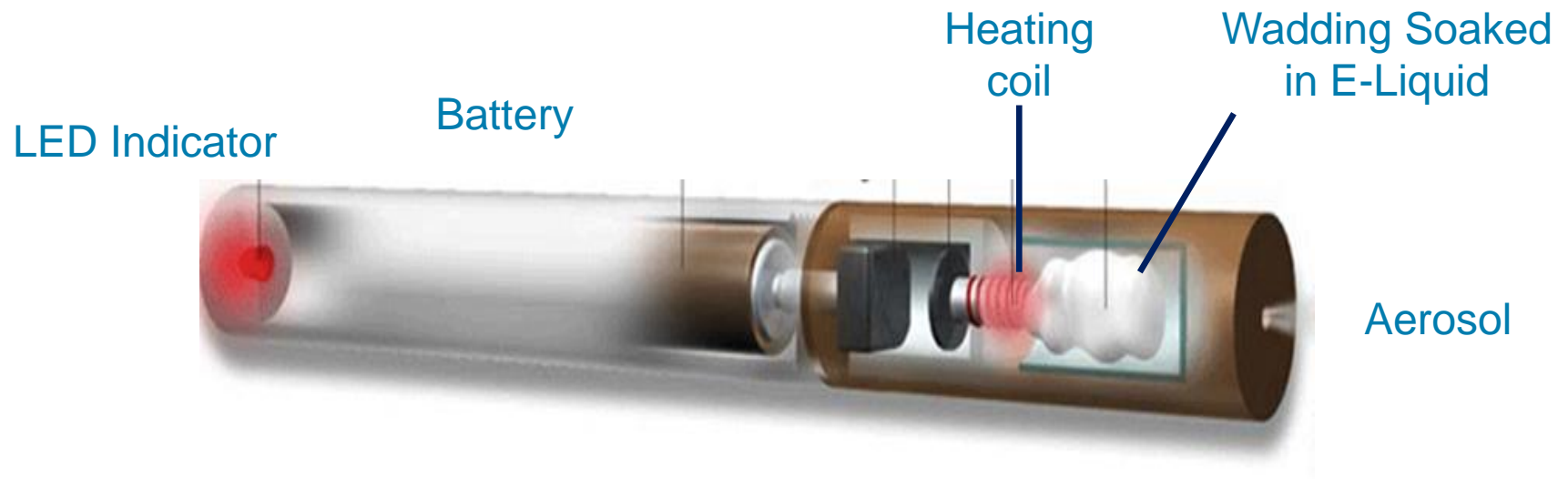
- Tobacco
- Burns tobacco
- Cigarette smoke, secondhand smoke
- Cigarette ashes, odor & butts
- Lighting



- No tobacco leaf, nicotine derived from tobacco plant
- No SMOKE or secondhand smoke, heats a liquid solution producing a VAPOR
- No ashes, no odor, no cigarette butts
- No lighting, no fire



# Current E-Cigarette Technology



# VUSE

DIGITAL VAPOR CIGARETTE



  
**SmartLight™**  
Keeping You in Control

  
**PowerUnit**  
Designed for Efficiency

  
**SmartMemory™**  
The Reassurance of Reliability

  
**V-Liquid™**  
Unrivaled Taste

  
**VaporDelivery Processor**  
A Perfect Puff, every time

  
**QuickConnect**  
Ready in a Click

