

# Vape to break the smoking habit

A guide to help smokers quit  
through vaping

Sign up at [www.vapril.org](http://www.vapril.org)

'I have never smoked, but know all too well through the struggles of my patients that smoking is one of the hardest bad health habits to break. I now always advise them to vape or go cold turkey as first choices in stopping smoking.

Public Health England (PHE) has just published further evidence that vaping is 95% less harmful than smoking and that it represents one of the most successful ways to quit.

We still have 7m smokers in this country and according to PHE some 40% of smokers have still not even tried vaping. Furthermore, myths about vaping are rife, and more than half of the population don't realise that vaping is a fraction of the risk of smoking.

That's why I'm a big supporter of the idea of a national vaping awareness campaign such as VApril, which is being organised by the UK Vaping Industry Association. I'd encourage you to take the first steps to quitting by taking the VApril challenge and learn about how vaping can be a life changing decision for the good of your health."

### Dr Christian Jessen



## About the UKVIA

The UK Vaping Industry Association (UKVIA) is the largest body in the sector, representing manufacturers, retailers, wholesalers, distributors, ancillary service providers and more.

The UKVIA is the organiser of VApril, an education and awareness month during April targeted at the 7m people in the UK who continue to smoke to help them break their habit through switching to vaping.

Please visit [www.vapril.org](http://www.vapril.org) for more information on VApril month including FAQs about vaping and to read about the experiences of those who have made the switch from smoking to vaping.

Please visit [www.ukvia.co.uk](http://www.ukvia.co.uk) to find out more about the UKVIA and also information on UKVIA members' retail outlets using the special store finder facility.

# Your smoking habits

As a starting point for smokers, who are new to vaping, it's important to let the retailer know what your smoking habits are so they can give best advice.



## Social smoker

Once or twice  
a week



## Light smoker

Less than  
10 cigarettes a day



## Average smoker

Up to 20 standard strength  
cigarettes per day



## Heavy smoker

More than  
a full packet per day

# Select the best nicotine strength

It's key to select a nicotine strength in line with your smoking habits to give yourself the best chance of a successful quit.



Social  
smoker



Light  
smoker



Average  
smoker



Heavy  
smoker

# Choose a vaping device

There are four main types of vaping device:



## Cig-a-likes

- Compact and lightweight
- Lowest cost option
- User-friendly
- Mirror the conventional cigarette experience
- Limited battery life
- Can't be refilled



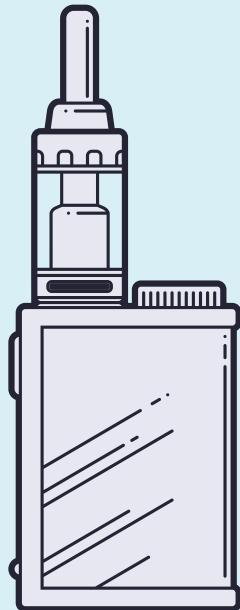
## Pods

- Compact and lightweight
- Lower cost option
- User-friendly
- Mirrors conventional cigarette experience through vapour inhalation
- Pre-filled pods rather than refillable



## Vape pens

- The most popular amongst first time vapers
- Battery life can be between a few hours and up to a day
- Can be filled with different flavoured e-liquids or different flavour cartridges



## Mods

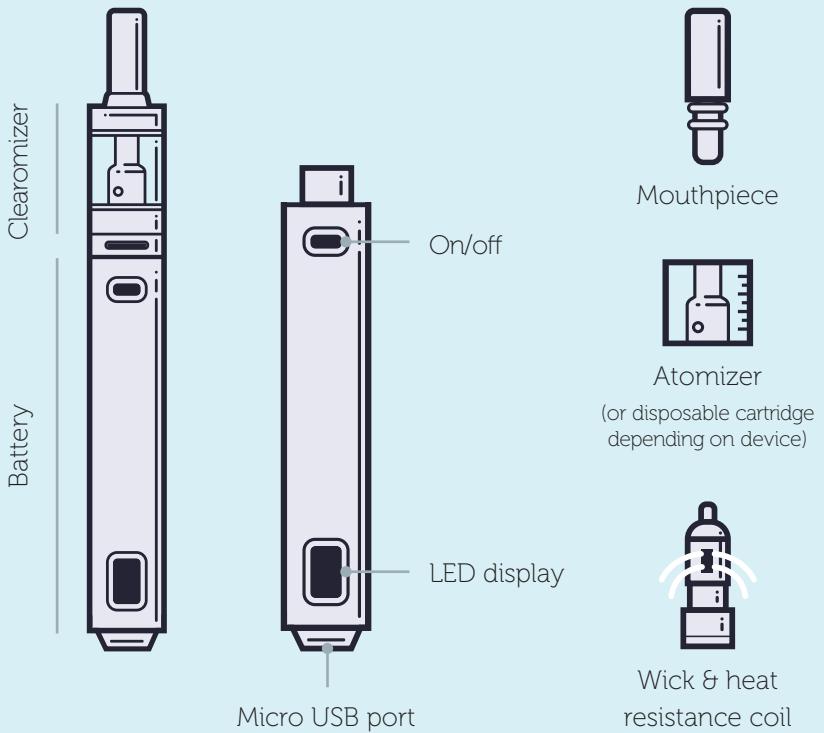
- For more experienced vapers
- Significantly more battery life
- Can fit a range of atomizers or coils to a Mod



# Know your vape device

The device works by heating a liquid to generate vapour, hence the phrase is vaping.

The key components of a vaping device are:



## Vaping lingo

The atomizer comprises a small heating element, or coil, that vaporizes e-liquid and wicking material that draws liquid onto the coil.

When the vaper pushes a button, or in some variations activates a pressure sensor by inhaling, the heating element atomizes the liquid solution.

The e-liquid reaches a temperature of roughly 100-250°C within a chamber to create an aerosolised vapour, which is inhaled by the vaper.

Devices are USB-chargeable, meaning they can be charged almost anywhere.

# 5 vaping facts to encourage you to quit smoking

- 1** According to Public Health England (PHE) there are just under 3m adults using e-cigarettes in Great Britain who are current or ex-smokers, most of whom are using the devices to help them quit smoking or to prevent them going back.
- 2** In 2017 Cancer Research UK released the findings of its first long term clinical study into the effects of vaping on people who had switched from smoking to vaping. The study found that those who made the switch had far fewer toxins and cancer-causing substances in their bodies than continual smokers after six months. Compared with full time smokers, those using vaping products had 97% lower levels of cancer associated chemicals.
- 3** According to Action on Smoking and Health (ASH), some 1.5m vapers have quit smoking altogether.

Please note that vaping is not entirely risk free but it poses only a small fraction of the risks of smoking and can help smokers quit.

Published by the UK Vaping Industry Association as part of VApril month



- 4** Smoking on average is more than twice the cost of e-cigarettes based on average consumption. In Britain the average smoker spends around £400 every three months on conventional cigarettes compared to the average vaper buying their e-liquids and equipment from supermarkets, who spends around £190 across the same period. Based on these figures a smoker could be looking at a £840 saving per annum on average.\*
- 5** Based on evidence found by PHE, e-cigarettes could be contributing to at least 20,000 successful new quits per year - with the industry estimating this figure to be much higher.

\*The average consumption figures can be found on the Cancer Research UK website and are estimates as at August 2017, based on data from the Office of National Statistics and Action on Smoking and Health (ASH), as well as products, their costs and average use. [www.cancerresearchuk.org/about-cancer/causes-of-cancer/smoking-and-cancer/e-cigarettes](http://www.cancerresearchuk.org/about-cancer/causes-of-cancer/smoking-and-cancer/e-cigarettes).

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