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Shop aims to cash in on electronic cigarettes

HEALTHIER OPTION ... Stephen Potts with new E-Lites cigarettes at Breaking News.

A SOUTH Tyneside newsagent is bidding to cash in on “healthier” cigarette sales.

Breaking News is now offering electronic cigarettes for sale to smokers looking for an alternative way to feed their nicotine addiction.

E-Lites have been designed to offer the same stimulation that smoking a cigarette does, but without the tar or other harmful chemicals.

Stephen Potts, owner of the newsagent's, which is based in Fielding Court, Biddick Hall, South Shields, said: “Once you have made the initial outlay, the electronic cigarettes work out to not only be a much healthier option, but over time, a cheaper alternative.

“They seem to be really big in America, and are seen as the 20th-century version of smoking.

“They can also be used in some public places. They are ideal for people who want to quit smoking but don't have the willpower to take the final step.”

Electronic cigarettes, which cost £6.99 for 30, work by turning liquid nicotine in the cartridge into vapour.

There is no second-hand smoke.

Last year, UK-based electronic cigarettes company E-Lites recorded a 400 per cent rise in sales of the cigarettes.

E-Lites founder and co-director, Adrian Everett, said: “At the beginning of last year we were attracting several hundred new customers a month.

“We are now seeing several hundred per day, which is remarkable considering the legislative and marketing challenges we have faced.

“For these reasons, we're expecting continued growth for E-Lites in 2012.”

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