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E-Lites welcome giant step towards acceptance of electronic cigarettes

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by **Contributor**, Friday's Media Group

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E-Lites has long campaigned for a review of the government's 'quit or die' policy to embrace alternative products that dramatically reduce the most damaging effects of smoking.

The policy unit says such products have the potential to save tens of thousands of lives each year.

Its annual report says: "It will be important to get the regulatory framework right for these products. A canon of behaviour change is that it is much easier to substitute a similar behaviour than to extinguish an entrenched habit (an example was the rapid switch from leaded to unleaded fuel). If alternative and safe nicotine products can be developed which are attractive enough to substitute people away from traditional cigarettes, they could have the potential to save 10,000s of lives a year."

The unit has been encouraged by early trials of the devices, which could not only save many lives but save hundreds of millions of pounds in health costs associated with treating smoking diseases.

The Medicine and Healthcare Products Regulatory Agency (MHRA) is now considering the approval of such products, which could then be displayed prominently in shops.

E-Lites Co-Director Adrian Everett said: "As a company, we have been working closely with the Electronic Cigarette Industry Trade Association (ECITA) to set high standards of quality and safety and to ensure the correct regulatory framework is applied to products like ours. Our products are regulated by Trading Standards under General Product Safety Regulations (GPSR) and are CHIP compliant (Chemicals Hazard Information and Packaging for Supply). Through ECITA, we have gone many steps further and achieved The Industry Standard of Excellence, which includes independent laboratory analysis and testing.

"This latest news is a great step forward in public and government acceptance of E-Lites and the many benefits of making them more widely available to smokers. Recent figures from the NHS Information Centre show that of the 788,000 people who used quit services last year, more than half returned to smoking shortly afterwards. So there simply has to be another way that involves taking away the harmful effects of smoking tobacco cigarettes."

E-Lites recently launched its latest range, comprising the most advanced electronic cigarettes ever developed. These next-generation E-Lites feature unique micro-technology to give smokers the most realistic, simple and reliable alternative to conventional cigarettes, but with the advantages of being significantly healthier, much less expensive and unrestricted for use in most public places.

E-Lites (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.

Its latest range of new-generation E-Lites 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.

Michael Ryan, one of the founding directors of E-Lites, 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

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