



ELECTRONIC CIGARETTES



FREE SHIPPING
All orders over \$50

Product Search:

STORE LOCATIONS
REBUILDABLES

KITS & MODS
E-LIQUID

CARTOMIZERS
ACCESSORIES

TANKS & COILS
HOW TO USE

Home > How it works

Beginner's Guide to vaping



No flame



over time

Save cash

MYTH VS FACT

MYTH

E-Cigarettes generate 10 times more formaldehyde than cigarettes

FACT

The myth originates from a 2015 study measuring the formaldehyde output of a CE4 clearomizer run at both 3.3 Volts and 5 Volts. The formaldehyde levels were unmeasurable at 3.3 Volts, and shockingly high at 5 Volts, resulting in a media frenzy declaring E-Cigarettes more harmful than combustible cigarettes.

The problem with this study is that they deliberately overheated an outdated device resulting in a "dry puff", which their machine might happily puff on but a human user would find it completely unbearable to puff on at all. The study really begins to appear devious in intent when you consider that we had stopped selling the CE4 tank nearly two years before they used it in the study, and that technology like bottom coil tanks and temperature controlled devices which eliminate dry puffs and overheating had already existed when they published the study.

MYTH

Nicotine is bad for you

FACT

While Nicotine isn't necessarily good for you, the idea that it is the

FACT root cause of smoking related illness is patently false. Nicotine on its own has never been found to cause cancer, and its relative level of risk is more on par with caffeine consumption. Even Mitch Zeller, Director of the FDA's Center for Tobacco Products has publicly stated "people smoke for the nicotine, but they die from the smoke"

MYTH *E-Cigarettes contain ingredients present in anti-freeze.*

FACT This is an old myth that just refuses to die. The ingredient in question is Propylene Glycol, but its use in some anti-freeze is for making it less toxic! Propylene Glycol is classified by the FDA as safe for human consumption, and is present in MANY food products. Heck, look at a tube of toddler's toothpaste, the primary ingredient is Propylene Glycol!

MYTH *Second hand vapor is hazardous to bystanders*

FACT This myth is spread by politicians seeking to ban vaping in public spaces. Several studies have found negligible levels of nicotine, not even enough to have a measurable effect on bystanders. You consume similar levels when you eat a tomato. We should be more worried about people exhaling bacteria than vapor.

Common courtesy is the only factual argument in support of public vaping bans as non-vapers can find the vapor offensive. However cellphone use and flatulence in public can be equally offensive, and not something one could legally ban, so fear tactics are a more effective approach.

MYTH *E-Cigarettes are a product of Big Tobacco*

FACT Lorillard, the third largest tobacco company at the time, was the first among the "big three" tobacco companies to enter the market through its acquisition of Blu Cigs in 2012. By then the technology had existed for 9 years, been on the American market for 5 years, and small business had already built up a \$1 Billion market by that point. In 2015 the market was estimated at \$2.5 Billion and Vape Shops alone accounted for over 60% of that. This industry was built and run by vapers themselves.

MYTH *E-Cigarette flavors are intended to entice children*

FACT One could ask why the same accusation is not made of flavored nicotine gums which are clearly targeting adult smokers. The fact is difficult to explain to non-vapers, but flavors are an integral part of the vaping experience. It is all about finding a personalized experience that provides smokers the satisfaction they need to fill the void left by their former habit. Saying that adult smokers need nothing more than tobacco flavored E-Cigarettes is like claiming that adult coffee drinkers need nothing but black coffee, or that adult alcohol consumers need nothing besides whiskey.

MYTH *Non-smokers trying E-Cigarettes could move on to become smokers*

FACT This "gateway effect" is as silly as fearing people will trade in their car for a horse and buggy! Think about it. Does "Hey, this strawberry cream vapor tastes great! It would be even better if it were something stuffed in paper and lit on fire, tasted absolutely horrendous, made me smell horrible, and gave me an assortment of diseases!" sound like something any reasonable person would say?

All research thus far has shown a negligible number of non-smoker "experimenters" moving on to cigarettes after vapor. It would be more reasonable to assume E-Cigarettes failed to deter those few who were already on their way to becoming smokers, rather than causing them to become smokers.

Pure Cigs CLASSIC



Simply attach a fresh cartomizer to your fully charged battery, then take a puff! Replace the cartomizer when your it stops producing vapor. The battery tip will flash 10 times to let you know when it needs to be recharged.

You can recharge the battery on any computer USB port with the included **USB Charger**. The charger LED will shine red when



Home > E-Liquid > Premium

Premium There are 23 products.

Sort by --

Fireball



\$11.99

[View](#)

Premium Tobacco

Strawbana



\$11.99

[View](#)

Minty Menthol

Peach Fusion



\$11.99

[View](#)

Taylored Coffee

Sticky Bun



\$11.99

[View](#)

Vanilla Madness

1-855-787-3324

[Support](#)

[Find a Store](#)

[My Account](#)

[Cart: \(empty\)](#)



\$11.99

[View](#)

Froot Hoops



\$11.99

[View](#)

Peach Gummies



\$11.99

[View](#)

Skribblez



\$11.99

[View](#)

Berry-ade



\$11.99

[View](#)



\$11.99

[View](#)



\$11.99

[View](#)



\$11.99

[View](#)

[Previous](#)

1 2

[Next](#)

About Us

- [Store Locator](#)
- [Loyalty Rewards](#)
- [Careers](#)
- [Open a Store](#)

Information

- [How-to Guides](#)
- [Your Account](#)
- [Warranty & Returns](#)
- [Privacy Policy](#)



WARNING: This product contains Nicotine, which is highly addictive. This product is not intended to diagnose, treat, cure or prevent any disease or condition. You must be over the legal smoking age in your state to buy or use this product. If you have a demonstrated allergy or sensitivity to nicotine or any combination of inhaleds, if you are pregnant or breast-feeding, or if you have heart disease, diabetes, high blood pressure or asthma, please consult your physician before using this product. This is not a smoking cessation product.

PROPOSITION 65 WARNING: This product may contain nicotine, a chemical known to the State of California to cause birth defects or other reproductive harm.