

iKwit®  
NO MORE BUTTS!



The Difference is Here.

# iKwit is a more than a product – **it's a journey**

2 Whatever the motivation for Kwitting, the one thing all Kwitters expect is for the transition to be tough. While a desire to Kwit is always a necessary component, we've created a range of products designed to make switching from smoking as easy as possible.

Every Kwitter is different, and every Kwitter will find that one solution works better for them than another. We have even more hardware options scheduled for release in January 2019, ensuring we can satisfy every user requirement.

What we're offering extends far beyond products. When users register at [ikwit.com](http://ikwit.com), they take a very short ques-

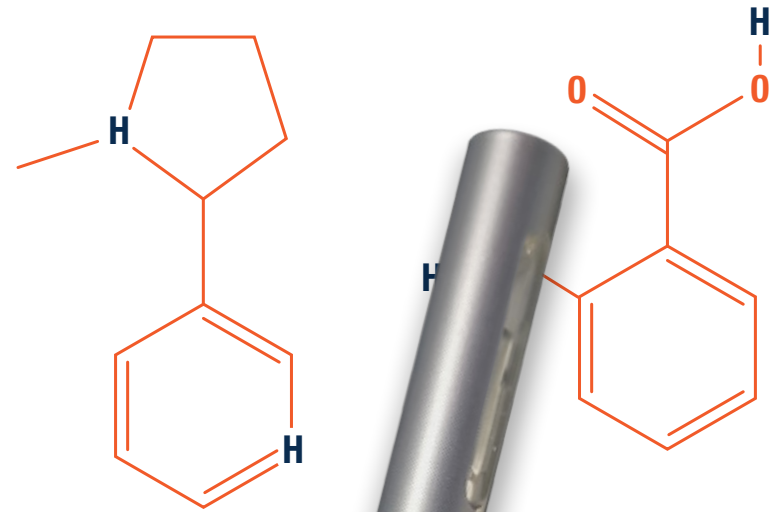
tionnaire which allows us to recommend the best starter product, create personalised motivational plans and goal sets, and ensure users are fully supported in their Kwitting journey, regardless of whether or not they are also consulting NHS Stop Smoking Services.

We also offer a telephone support and advice service, covering everything from general product information through to recommended advice to make the transition as easy and painless as possible.

Kwitting doesn't need to feel like a sacrifice, and we're here to help smokers feel like they're gaining more than they lose when they decide to Kwit.



# iKwit's proprietary blend of **Nicotine Salts**



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Nicotine salts are the biggest revolution in this product class, in years. In chemistry, salts are formed by mixing an alkaline with an acid. Nicotine is heavily alkaline, which is what can make high strength nicotine products feel very dry and irritating to the throat. By turning the nicotine into a salt, you neutralise the PH, eliminating 'throat hit'. This more naturally mimics the form in which nicotine is found in combustible tobacco.

But that's not all. By altering the nicotine, uptake in the brain occurs in a shorter timeframe, and the related satisfaction lasts longer. Our proprietary blend is widely regarded as one of the best salts on the market – it has a very neutral taste profile and is incredibly smooth.



# iKwit's flavours

80% of e-cigarette users say flavour is very important to staying off cigarettes\*. We have worked hard to develop taste profiles as close to the real-world equivalents as possible. Many new ex-smokers prefer tobacco and menthol flavours, and this is reflected in our offering.

All flavours available in high, medium, low and 0 nicotine options, to help a user step down their nicotine consumption when the time is right.



## Tobacco

People are always surprised to find a tobacco so close to the taste of an actual cigarette. Designed to feel entirely familiar to recent Kwitterers.



## Sweet Tobacco

A delicate tobacco combined with vanilla and caramel - a more opulent indulgence.



## Menthol

A cool eucalyptus taste, balanced optimally to recreate that 'real-world' menthol experience.



## Blackcurrant Ice

For when a kwitter wants to try something new. This strong sweet blackcurrant flavour is complimented with a subtle cooling sensation.



## Mixed Berry Blast

A delicious blend of blueberries, blackberries with a hint of aniseed, and a refreshingly icy blast. Guaranteed to wake the most sleepy of tastebuds.



## Strawberry

A simply marvellous recreation of the taste of natural, juicy and sweet strawberries.

\* Farsalinos et al, 2014: "Impact of Flavour Variability on E-Cigarette Use Experience"



# iKwit's Support

6 Kitting is so much easier when someone's in your corner, and that's precisely where we will be. When a user signs up on our website, they will given the option to complete a short questionnaire to help us identify both the product and the support they require. We find out how much they smoke, whether they've tried vaping before, how confident they are in this quit attempt, and 10 other key data points to help personalise our advice, and our 'solution' recommendations.

From there, they will receive weekly motivational emails to keep them on the right path, and be asked to complete a weekly survey to help track their process. The answers in the weekly survey will feed back into their data, to ensure that the communications they receive remain personal and relevant to where they find themselves along the path.

We also offer a telephone support service so users can talk to humans, if that's what they prefer.





# iKwit Disposable – Journey Begins

8 Our disposable units are the most cost-effective way to discover if it's your time to Kwit. Our disposable e-cigarettes have been engineered to deliver a superior experience to what is currently available on the market. Each one holds 2ml of our nicotine salt formulation and has sufficient battery power to deliver it.

The expression of flavour is superb, and despite the high nicotine content, it is incredibly smooth on the throat. Users have found success with this system where they had previously failed with others.

It couldn't be simpler to use. Simply open the foil pack, remove the silicone cap from the mouthpiece, hold to your lips and inhale. The breath-triggered switch will activate the atomizer and deliver an experience which always surprises.





# iKwit Classic

Although this product looks very familiar, it represents the cutting edge of what is achievable with this form factor. Rather than using fibre filling, the cartridge acts more like a 'tank', delivering a much more consistent experience from full to empty. The coil also benefits from a ceramic wick, delivering superior flavour compared to older versions of the technology.

The battery is recharged in only 20 minutes via USB, meaning that only the cartridge is disposable. This is better for the environment, and better for the wallet, too.

The replacement cartridges are filled with the same great flavours and proprietary salt formulations as our disposables, making this an excellent step up from our disposable solution.



# iKwit Progress

Higher power, higher nicotine per-puff,  
for the most hardened of smokers

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Due to launch January 2019, the iKwit advanced is the optimal solution for Kwitters desiring something more special in their experience. The battery is designed for long life, yet the form factor remains discrete, elegant and compact.

Two types of 'pod' will be available – one offering a good amount of power for more nicotine per puff, and one designed to optimise the battery life, while still performing better than similar compact setups. Both will deliver a premium and superior vaping experience.

iKwit Advanced will ensure Kwitters get optimal satisfaction from their Kitting experience, ensuring smoking remains a thing of the past.





iKwit is a product of Xyfil Ltd.

Xyfil Ltd | 15-19 Sedgwick Street Preston PR1 1TP | +44 (0) 1772 888778 | [ikwit.com](http://ikwit.com) | [info@ikwit.com](mailto:info@ikwit.com)  
Company registered in England and Wales: 09012568. VAT Reg. No.: 194 6588 51