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It was not long before the electronic cigarette came under attack. Critics worried about its long term effects, arguing that the long term effects of inhaling pure nicotine and propylene glycerol, the stage smoke creating solution needed to create the illusion of smoke, has not been tested thoroughly enough. Others worried that the electronic cigarette could encourage smokers who would have given up smoking.

### So what is electronic cigarette?

#### I. INTRODUCTION

The "Electronic Cigarette" is a non-flammable electronic atomizing device with advanced microelectronic technology, designed to atomize the high-purity nicotine extracted from tobacco. The liquid in the cartridge contains nicotine, compounded specially for cigarette and ordinary food additives

#### II. DESCRIPTION

" Mouthpiece ("cartridge")



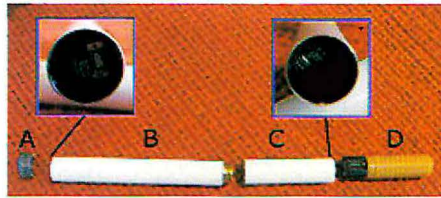
The mouthpiece is a small disposable plastic cup affixed to the end of the tube. Inside, the piece contains an absorbent material that is moistened with a flavored propylene glycol/nicotine liquid solution.

" Heating element ("atomizer")

The heating element serves to vaporize the liquid in the mouthpiece so that it can be inhaled. This component is referred to in the industry as an "atomizer".



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**A. LED light cover B. battery (also houses circuitry) C. atomizer D. cartridge.**

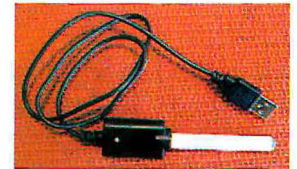
" Battery and electronics

The Electronic Cigarette employs a special 3.6V lithium battery and charger, which cannot be replaced by other lithium batteries and charger. The battery will last no less than 300 uses.

**An electronic cigarette battery connected to a USB charger.**

" Nicotine solution

Nicotine concentrations range from high doses to midrange and low doses.



Nicotine	Rating	Cartridge Type
0.7mg-1.1mg	High Nicotine	SUPER
0.5mg-0.6mg	Medium Nicotine	LIGHT
0.3mg-0.4mg	Low Nicotine	SUPER LIGHT
NIL	No Nicotine	MEGA LIGHT

### III. HOW TO QUIT SMOKING WITH E-CIGARETTES?

Four Steps Procedure:

Step 1: Start with high nicotine density cartridge following normal smoking habit;

Step 2: Then switch to medium nicotine density cartridge following normal smoking habit;

Step 3: Then alternate between the low nicotine density cartridge and the non-nicotine thickness cartridge;

Step 4: Finally, quit smoking by using the non-nicotine cartridge, you will quit the nicotine unconsciously and completely.

People trying to quit smoking often become discouraged when they don't succeed at first. The more and more one tries to quit smoking the more likely he succeeds.

### IV. COST OF E-CIGARETTES

E-Cigarettes meant to help smokers quit are priced at Rs 3600 for a packet of 900 cigarettes, which translates to Rs 4 per cigarette.

In June 2008, Chennai-based SPK introduced E-Cigarettes or Super Cigarettes in India.

### V. MARKETERS OF ELECTRONIC CIGARETTES SHOULD HALT UNPROVED THERAPY CLAIMS?

19 September 2008 | GENEVA -- Contrary to what some marketers of the electronic cigarette imply in their advertisements, the World Health Organization (WHO) does not consider it to be a legitimate smoking cessation aid, stating that to its knowledge, "no rigorous, peer-reviewed studies have been conducted showing that the electronic cigarette is a safe and effective nicotine replacement therapy.1

Various multicentric trials are being conducted and results have shown no addiction to e-cigarettes to date.



### VI. Reference:

1. [Http://www.who.int/mediacentre/news/releases/2008/Pr34/en/index.html](http://www.who.int/mediacentre/news/releases/2008/Pr34/en/index.html)
2. <http://www.healthnz.co.nz/ecigarette.htm>
3. [http://en.wikipedia.org/wiki/Electronic\\_cigarette](http://en.wikipedia.org/wiki/Electronic_cigarette)