

---

**From:** Deborah Arnott [Deborah.Arnott@ash.org.uk]  
**Sent:** 12 December 2013 17:46  
**To:** [REDACTED] (SANCO)  
**Cc:** SCHNICHELS Dominik (SANCO); [REDACTED]  
**Subject:** RE: Electronic cigarette companies in the UK

Apologies for not getting back to you before.

Another product worth looking at is Vype which is owned by BAT.  
<http://uk.govype.com/>

There are a list of companies part of the Trade Association but I don't know how big they are.  
<http://www.ecita.org.uk/members2.html>

Also it's worth looking at the presentation by Dr Lynne Dawkins which describes e-cigarettes and the different types and goes into how effective they are. See link below for her slides plus what she said.  
<http://www.e-cigarette-forum.com/infozone/Dr-Lynne-Dawkins>

She splits e-cigs into three types:

1. Disposables (cigalikes)
2. Rechargeables – with sealed units often similar to disposables or variants on the same product e.g. Vuse make a disposable and for smokers who carry on using longer-term a rechargeable which looks almost identical.
3. Third generation cartomisers which are modular enabling the smoker to adapt them to their own needs as the refill isn't sealed but can be adapted and which don't look at all like cigarettes.

Talking to an investment analyst he thinks the third segment is small in the UK, which is similar to the US market – probably around 20%. France, Poland and Italy (and probably Belgium too) are different both in where products are sold and the popularity of different products – he thinks the third market segment is bigger in these countries but he's not sure how big. He thinks Germany on the other hand is going the same way as the UK and US.

The whole market is expanding at the moment but I think longer term the unsealed refillable products are likely to become, if they're not already, niche products.

Deborah Arnott MBA FRCP (Hon)  
Chief Executive  
Action on Smoking & Health  
Suites 59-63, 6<sup>th</sup> Floor, New House  
67-68 Hatton Garden  
London EC1N 8JY  
e-mail: [deborah.arnott@ash.org.uk](mailto:deborah.arnott@ash.org.uk)  
skype: darnottash  
T: 020 7404 0242  
M: +44 (0)7976 935 987  
F: 020 7404 0850  
W: <http://www.ash.org.uk>

Action on Smoking and Health is a company limited by guarantee. Registered in England No. 998971.  
Registered Charity No. 262067. Registered address as above.

---

**From:** [REDACTED]

**Sent:** 28 November 2013 08:36

**To:** Deborah Arnott

**Cc:** [Dominik.Schnichels@ec.europa.eu](mailto:Dominik.Schnichels@ec.europa.eu); [REDACTED]  
[REDACTED]

**Subject:** Electronic cigarette companies in the UK

Dear Deborah,

I said I might be in touch with some further questions so here goes. Would you have any information on the UK electronic cigarette market, in particular what are the companies with the largest market shares? We are aware of E-lites, NJOY and Skycig, but are there any others which we should look at?

I look forward to hearing from you.

With best wishes,

[REDACTED]

Email Scanned by BBS MessageAngel

Email Scanned by BBS MessageAngel