SUR IN ENGLISH MAY 30 2008
MAYO 30 2008

# Now there is such a thing as a safe, harm-free cigarette

SUR IN ENGLISH

MiCige Electrico SL is the importer of the electronic cigarette in Spain, under the brand name MICIGARRILLO® and has safety certificates confirming that it contains no tobacco or toxic ingredients. Ida Aalders tells us more about the product everybody is talking about.

What exactly is Mi Cigarrillo?
Smokers are addicted to the nicotine in cigarettes, yet it is the chemicals and toxic substances (over 400 of them) that cause over 50,000 smoking-related deaths in Spain each year. Last year three million Spanish people tried to quit smoking, but only 10 per cent succeeded. If only there was such a thing as a safe and harm-free cigarette. Well, now there is!
Mi Cigarrillo looks like a cigarette, tastes like a cigarette and smokes like a cigarette, but without the tar and chemicals. As Mi Cigarrillo gives off no toxic fumes, it can be used around children and non-smokers and in public places, unlike the traditional cigarette.
Mi Cigarrillo contains only nicotine - the substance which smokers crave.

Mi Cigarrillo, a safe alternative.

How have non-smoking campaigners reacted to your product?
At the moment, the message from organisations in favour of a non-smoking world is "quit or die" and they claim the e-cigarette will only enhance addiction to nicotine. As importers of Mi Cigarrillo we believe that smokers and non-smokers deserve better options. We do not stand alone in that opinion. Dr Hayden McRobbie is a worldwide leading academic in the field of smoking cessation and he wants an end to the finger-wagging and believes that giving 1.2 billion smokers in the world a safer alternative is of major importance and will save lives. Electronic smoking is not meant for a non-smoker or to start smoking. It is an alternative to normal smoking. The fact that smokers of Mi Cigarrillo will NOT inhale any of the over 400 toxic ingredients a normal cigarette contains is a tremendous improvement.

How much does an electronic cigarette cost?
The price of the Mi Cigarrillo is 89.95 euro and includes the electronic cigarette, one extra battery, charger, cable, manual and five refills (one refill equals one pack of cigarettes). The battery can charge up to 1000 refills. The price of the refills is only 1. 50 euros each .

, MOre INFORMAtiOn I Mi Cigarrillo can be contacted between 10.00 and 14.00 and 16.00 and 18.30 hours. t 902 999 857 and you can find more information and order on the Mi Cigarrillo website www.micigarrillo.es or email info@micigarrillo.es