



PUFFAWAY

It's not a cigarette. It's a revolution.

User Manual

Please read carefully before use.

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Congratulations on
choosing a healthier
lifestyle for yourself
and those around you.





PuffAway is a revolutionary alternative to the traditional cigarette. It looks, feels and even tastes like one. But unlike a traditional cigarette, it offers these unique benefits:

- The freedom to smoke anywhere
- No first- or second-hand smoke (emits a virtually odourless vapour)
- No pollutants or carbon monoxide
- No need to light it, no fire risk
- Satisfies nicotine cravings
- No tobacco, tar, or carcinogenic compounds
- No electro-magnetic radiation
- A choice of nicotine levels
- A range of flavours
- Easy to use
- Won't stain teeth or affect skin
- Better value than traditional cigarettes



Who Should Use PuffAway?

PuffAway Is Ideal For:

- Smokers who want to cut down or quit smoking (designed in accordance with the World Health Organisation's Nicotine Replacement Therapy programme, which allows smokers to gradually step-down the quantity of nicotine they absorb).
- Smokers who want to protect others from harmful second-hand smoke.
- Smokers who spend a lot of time in non-smoking areas.
- Smokers who want to add flavour to their smoking experience.

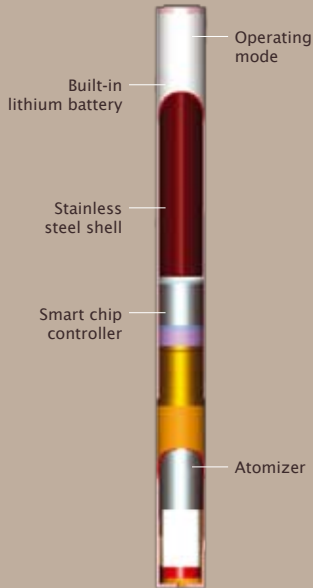
Do Not Use PuffAway If You Are:

- Under the age of 18
- Allergic to nicotine or any of the other inhalant ingredients
- Pregnant or breastfeeding
- Not in the habit of smoking

Important Safety Information:

To prevent malfunction, please follow the instructions for use carefully.

- Avoid storing or transporting with metal items, this could damage the battery or cause a short circuit.
- Do not use the charger outdoors or in a damp environment.
- Do not clean the charger while plugged into a power source.
- Keep all components away from damp and/or high temperature environments (over 42°C).
- Keep all components out of the reach of children and pets.
- If damaged, do not repair this product yourself.
Ask the outlet you bought it from to arrange repairs.



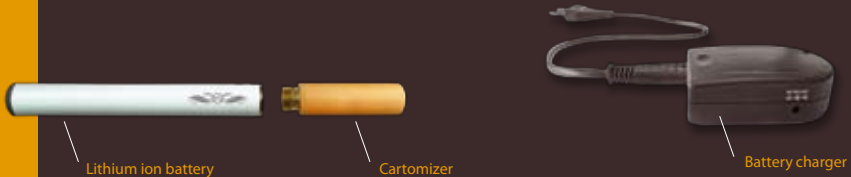
Product Information:

- PuffAway uses advanced microelectronic and atomization technology to satisfy nicotine cravings and simulate the feelings and flavours associated with smoking regular cigarettes.
- This product does not need to be lit. When you inhale, the liquid in the Cartomizer is automatically atomized and then vapourised into a dense mist, which looks and tastes very similar to a cigarette.
- The vapour you inhale is free from tar, carcinogenic compounds, carbon monoxide, and other chemicals that are produced when a regular cigarette is smoked.
- The liquid in the Cartomizer contains nicotine, water, flavour and Propylene Glycol, a common food grade additive that suspends the flavour and creates the simulated smoke. Generally regarded as safe by the Food and Drug Association (FDA), Propylene Glycol is also found in toothpaste and mouthwash.
- A safety mechanism prevents you from inhaling more than 15 times in a minute (the device shuts down and the LED flashes for a short period of time).

Instructions For Use:

This easy-to-use device includes the following special-purpose components:

- Disposable Cartomizer containing the liquid
- Lithiumion battery
- Battery charger



Do not substitute any of these components with those of another make.
This could cause the product to malfunction.



Instructions For Use (cont.):

Getting Started:

Battery & Charger:

PuffAway uses a special-purpose 3.7V lithium ion battery and a charger. (Car charger power plugs and USB chargers can be purchased separately.)

Before use, charge the battery as follows:

- Attach the power cord to the charger and plug it into a power source
- Screw the battery into the charger jack
- Charge for 8 hours initially (thereafter charge for 3-4 hours)
- When fully charged, the indicator light glows green
- Remove the battery and disconnect the charger from the power source

When the LED at the tip of the electronic cigarette flashes slowly 30 consecutive times, recharge your battery according to the instructions above.



Battery & Charger Precautions:

- Do not use the PuffAway battery in conjunction with any other charger, nor the PuffAway charger in conjunction with any other battery.
- Do not charge near a heat source.
- Do not weld or pierce with sharp objects.
- To avoid a short circuit, do not connect the battery anode and cathode with metal.
- If the battery emits heat or an unusual odour, or if it becomes discoloured, deformed or displays any kind of abnormality, please remove from the charger or cigarette casing immediately and discontinue use.
- If the battery leaks and liquid gets in your eye, wash out with clear water and contact your doctor immediately.
- If you store PuffAway for an extended period, store the battery components separately (fully charged, in a cool, dry environment).

The Cartomizer:

- The Atomizer inside the Cartomizer is essential for converting air and nicotine into vapour. The Cartomizer screws directly onto the battery.

Troubleshooting:

- If the Cartomizer gets hot, it means that it needs replacing.

Instructions For Use (cont.):

The Cartomizer:

The Cartomizer includes the Atomizer and a liquid container that contains the nicotine dilutants. The nicotine content is optional - choose between high, medium, low and zero levels of nicotine, as well as a range of flavours.

Precautions:

- The Cartomizer is disposable and is the equivalent of between 20-30 traditional cigarettes.
- As it contains nicotine, please dispose of properly and keep out of reach of children and pets.
- Keep in a cool, dry place and do not keep beyond the expiry date (shelf life: 24 months).

Assemble your filter Cartomizer as follows:

- Once charged, screw the Cartomizer into the battery by turning it right.
- The electronic cigarette is now in standby status – you can begin smoking.



Screw the Cartomizer into the Battery.

Indicator Light (LED):

- Flashing 10 times (+/- 4 seconds) indicates excessive use (avoid inhaling more than 15 times a minute, or more than 5 seconds at a time).
- Flashing 30 times (+/- 9 seconds) means it's time to recharge the battery.
- Shining continuously (+/- 20 seconds) indicates the automatic "cleaning out" process. After 1500 "puffs" have accumulated, the built-in microcomputer keeps the Atomizer switched on for an extra 6 seconds to clear out any remaining liquid.



Instructions For Use (cont.):

How It Works:

You “smoke” PuffAway much like you would a traditional cigarette, although there’s no need to light it. Simply inhale to activate the battery and Atomizer contained in the Cartomizer which transforms the nicotine into a vapour which you inhale (you’ll see the indicator light switch on). When you stop inhaling, vaporisation ceases and the cigarette goes into standby mode. When the vapour is significantly reduced, replace the Cartomizer accordingly:



Unscrew the used Cartomizer from the Battery and
replace with a fresh Cartomizer by screwing it into the Battery.

Recycling your Cartomizer:

Puffaway offer customers the opportunity to return spent Cartomizers to the nearest Puffaway stockist for recycling. Contribute towards environmental protection by bringing back your disposable Cartomizers. Puffaway will take full responsibility for recycling your used Cartomizers.

FAQ:

Q1) I have found another electronic cigarette on the internet, what makes PuffAway different?

A1) PuffAway has partnered with the foremost innovators in electronic cigarette manufacturing and design, renowned for producing superior quality products. Our electronic cigarettes carry a 12-month warranty and offer an excellent customer support service.

Q2) Is PuffAway safe?

A2) Yes. However, we recommend that anyone taking prescription medicine, or anyone who is under the care of a medical professional, consult their doctor prior to using PuffAway. Do not use this product if you are: under the age of 18, allergic to nicotine or any of the other inhalant ingredients, pregnant or breastfeeding. Furthermore, we do not recommend or encourage that non-smokers use this product.

Q3) Does it taste like a real cigarette?

A3) PuffAway Regular tastes very similar to a lite cigarette. The cartomizers and oils are available in a variety of flavours including Vanilla, Mint, Cherry and Ginseng.

Q4) What is the nicotine content?

A4) You choose. Cartomizers come in high (16mg), medium (11mg), low (6mg) and zero nicotine concentrations, while the oils are available in high (16mg), medium (11mg) and low (6mg). (Even the high content Cartomizer equates to less than 1mg per cigarette).

Q5) How do I continue enjoying PuffAway when my cartomizers run out?

A5) The starter pack includes 5 free Cartomizers. When these are empty, you can buy PuffAway oils to refill them or buy new PuffAway cartomizers entirely.

FAQ:

Q6) How do I use the PuffAway liquids?

A6) Use these liquids to refill existing/used Cartridges only (NOT Cartomizers) to enhance your smoking experience. Drip directly onto the stainless steel mesh coil above the Atomizer to create more flavour and vapour than you would experience with cartomizers alone (1-3 drops is enough, repeat when vapour diminishes). Please only use PuffAway brand liquids for this purpose as damage from using non-PuffAway refills will void your warranty.

Q7) Sometimes I get a little of the liquid in my mouth, how do I avoid this?

A7) Always use your electronic cigarette horizontally. Some liquid may have moved into the inhalation chamber within the Cartridge. Turn a fresh Cartridge upside down (filter up) and shake for 10 seconds. Take small puffs until you are confident that the liquid has passed back into the Atomizer.

Q8) Does the vapour smell or stain like cigarette smoke?

A8) No. PuffAway emits what appears to be smoke, but is actually a virtually odourless mist that evaporates into the air within seconds, similar to the functioning of a humidifier. PuffAway leaves neither visual residue in the air nor any lingering smell in your clothes, home or car.

Q9) How long does the battery charge last?

A9) A PuffAway battery will last 1-2 days before it needs recharging, depending on the intensity and quantity of puffs. The LED will flash 30 times (+/- 9 seconds) when the battery is low on power. We encourage you to carry an extra, charged battery with you.

Q10) Can I smoke PuffAway anywhere?

A10) Since PuffAway is non-flammable, contains no tobacco and emits no second-hand smoke, its use is not prohibited where laws prohibit smoking products that produce second-hand smoke. PuffAway customers have used the product without issue or complaint in restaurants, workplaces, and many other locations where regular cigarette smoking is discouraged or prohibited.

Still, do not be surprised when people ask about you smoking PuffAway. After all, to the casual observer, using PuffAway creates the appearance of regular smoking. Customers report that simply explaining to others how PuffAway works usually creates acceptance for using the product anywhere, anytime.

Thank you for taking the time to read this manual. Please keep it in a safe place for future reference. Now all that's left for you to do is enjoy our revolutionary new product!

Q11) Can I use PuffAway to stop smoking?

A11) Yes. PuffAway produces the tactile and physical sensations smokers seek, but it's not a smoking cessation product and has not been tested as such. Developed as an alternative to smoking, PuffAway helps reduce the amount of regular cigarettes you smoke, amongst a wide range of other benefits (see page 2 of this brochure for details).





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Tel: 0860 23 88 30

Website: www.puffaway.co.za

Email: info@puffaway.co.za