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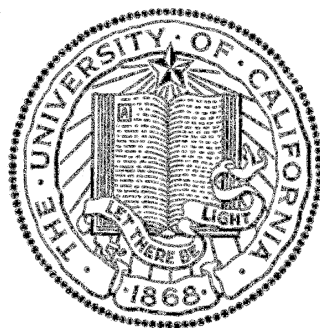
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Image examples of marketing claims to accompany “Smoking Revolution”
A Content Analysis of Electronic Cigarette Retail Websites
American Journal of Preventive Medicine 2014;46(4):395–403.

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Image examples of marketing claims to accompany “Smoking Revolution”

A Content Analysis of Electronic Cigarette Retail Websites

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ABSTRACT (reprinted from the article)

Background: Electronic cigarettes (e-cigarettes) have been increasingly available and marketed in the U.S. since 2007. As patterns of product adoption are frequently driven and reinforced by marketing, it is important to understand the marketing claims encountered by consumers.

Purpose: To describe the main advertising claims made on branded e-cigarette retail websites.

Methods: Websites were retrieved from two major search engines in 2011 using iterative searches with the following terms: electronic cigarette, e-cigarette, e-cig, and personal vaporizer. Fifty-nine websites met inclusion criteria, and 13 marketing claims were coded for main marketing messages in 2012.

Results: Ninety-five percent of the websites made explicit or implicit health-related claims, 64% had a smoking cessation-related claim, 22% featured doctors, and 76% claimed that the product does not produce secondhand smoke. Comparisons to cigarettes included claims that e-cigarettes were cleaner (95%) and cheaper (93%). Eighty-eight percent stated that the product could be smoked anywhere and 71% mentioned using the product to circumvent clean air policies. Candy, fruit, and coffee flavors were offered on most sites. Youthful appeals included images or claims of modernity (73%), increased social status (44%), enhanced social activity (32%), romance (31%), and use by celebrities (22%).

Conclusions: Health claims and smoking cessation messages that are unsupported by current scientific evidence are frequently used to sell e-cigarettes. Implied and overt health claims, the presence of doctors on websites, celebrity endorsements, and the use of characterizing flavors should be prohibited.

Appendix to Table 1:**1. Health Related Claim**

Definition: Conveys health benefit, reduced harm, and/or no harm to one's health from using the product (e.g., references to "tar" and other compounds in tobacco that are harmful, "healthier," or "breathe easier," pictures of doctors and other health symbols)



2. **Cessation-related claim.** Conveys the product will help a tobacco smoker to quit smoking (e.g., explicit statements that the products can be used to quit smoking; use the product to cut down, switch completely, and never smoke again).



VIP
The UK's leading smoking alternative

Call to order: 0844 822 9989 Lo-Call Rate
Mon-Fri: 9.30am to 6.00pm
Saturday: 10.00am to 3.00pm

Shop Address: VIP Unit 14, Dale St Ind. Estate, Radcliffe, Manchester, M26 1AD

E-Cigarettes as featured: **itv 1** **one** **Mirror** **The Daily Telegraph** **Daily Mail** **CNN** **SKY NEWS** **the guardian** **GROUPON** **KEY103**

Home | E-Cigarette Kits | Cartomizer Refills | Accessories | What is the E-Cigarette ? | Price Comparison | FAQ | Blog | Contact Us

Will the Electronic Cigarette Help Me Quit Smoking?

VIP Electronic Cigarette does not promote Electronic cigarettes as a way to quit smoking. The [e-cigarette](#) is not a licensed nicotine cessation aid and does not offer Nicotine Replacement Therapy (NRT). Despite on-going promising research, especially in New Zealand and South Africa, there have been no long term studies carried out in the UK on electronic cigarettes as an aid to quit smoking.

An electronic cigarette is a convenient alternative to tobacco cigarettes which can save you money. Many electronic cigarette users no longer smoke tobacco and actually prefer e-smoking or Vaping (See [Glossary](#)). Electronic cigarettes are ideal for smokers who can't quit smoking, and also for smokers who require a cheaper tobacco-free alternative.

Back to [Electronic Cigarette Home](#)

vipelectroniccigarette.co.uk

Tug

How can Altimoff [E Cigarette](#) help you quit smoking?

With all other alternative smoking products that are available on the market you receive your dose of nicotine but they do not relieve your cravings for the actual process of smoking. After years of smoking the continuous use of cigarettes in different places it becomes a habit. If you smoked for 20 years while driving – imagine every day, multiple times a day for 20 years – then driving without smoking is extremely difficult – it's a habit, a way of life. You are not only addicted to nicotine and other added chemicals you are addicted to the actual process of smoking. With Altimoff [E Cigarette](#) quitting smoking is easier and less stressful than with any other product available on the market today.

What is the best method to quit smoking with Altimoff [E Cigarette](#)?

Best method is the one that works for you. Each person is different and the same method does not apply to all. You can try one of the 3 possible [e cigarette](#) methods outlined below:

1. Four step method – with specific time period guidelines for each nicotine content level e cigarette cartridge. Full description is available in the User's Manual that comes with each [e cigarette starter kit](#).
2. General method – no specific guidelines - quit smoking with [e cigarette](#) at your own pace.
3. Slow substitute method – first start by substituting ordinary cigarettes with Altimoff [E Cigarette](#). Cut down on smoking traditional cigarettes. Decide which nicotine level is best for you. Then as you see that you do not use e cigarette as much as you did before then start with lower nicotine content e cigarette cartridges. Then when you are ready move on to NO nicotine e cigarette cartridges.

Is there a possibility of a relapse?

usaecigarette.com

3. **Ability to smoke anywhere claim.** Refers to ability to use the product anywhere or almost anywhere. Often includes lists of places where tobacco smoking is restricted: offices, planes, bars, and restaurants.

The image shows a screenshot of the Steam Lite website. At the top, the logo "Steam Lite" is written in a white, cursive font, with "ELECTRONIC CIGARETTES" in a smaller, white, sans-serif font below it. To the right of the logo is a search bar with a magnifying glass icon and a "GO" button. Further right are social media icons for Facebook and Twitter. Below the logo and search bar is a navigation menu with the following items: Home, About E Cigs, E Cigarette Kits, Cartridge Refills, Accessories, E Liquid, Offers and Codes, Resellers, and Contact. The main banner features a dark background with a woman's face on the left and her hand on the right, both appearing to be shouting or calling out. In the center, the word "FREEDOM" is written in large, bold, gold letters. Below it, the text "Use E-CIGS almost anywhere..." is written in white. At the bottom of the banner, a single e-cigarette is shown horizontally, with the text "electronic cigarettes are NOT governed by cigarette bans" written below it. Navigation arrows are visible on the left and right sides of the banner.

www.steamlite.co.uk

4. **Ability to circumvent smoke-free policies claim.** Indicates that the products may be used to circumvent “smoke-free laws,” “smoke-free rules,” “clean indoor air regulations,” or “smoking bans.”

elitenSmoke.com/default.aspx

Track My Order My Cart Checkout 1-888-539-7979

elitenSmoke

HOME STARTER KITS FLAVOR CARTRIDGES ACCESSORIES HOW IT WORKS CONTACT

BEAT THE SMOKING BANS...
EXPERIENCE THE FREEDOM...
WITH ELITENSMOKE ELECTRONIC CIGARETTES

Learn More >

Featured Products

elitenSmoke Starter Kits

ElitenSmoke Genesis Starter Kit includes:

- 2 x Lithium ion rechargeable e-cigarette batteries
- 1 x USB Battery Charger
- 1 x Wall Charger
- 1 x e-cigarette manual
- 2 x Nicotine-Free e-cigs cartridges with 1000 puffs (1000 puffs)

Made in the USA
Assembled, tested
and packed in USA

ElitenSmoke.com

5. **Products do not expose others to secondhand smoke claim.** Conveys that **other people** will not be harmed or have negative health consequences from being exposed to the vapor, or that the vapor is “safe.” Includes claims that the vapor is not like secondhand smoke and that products will not bother or annoy non-smokers.

For An Alternative Which **Feels** And **Tastes** Like The **Real** Thing

Without Any Tar... Tobacco...
Carbon Monoxide... or 4,000 Other Chemicals...

and without the:

Smell *Bad Breath*
Yellow Teeth *Second-Hand Smoke Danger*

and for:

a *Fraction Of The Cost* with the ability to *Legally Smoke It Anywhere*, and all whilst still fulfilling your nicotine requirements the "*Electronic Cigarette*" is becoming an extremely popular choice.

If you would like to try the **Best Electronic Cigarette** available,

View Now

Electroncigarettedirect.com

6. **Cleaner than tobacco smoking claim.** Depicts the product as cleaner to use than tobacco products (e.g., no ash, won't stain teeth, fingers, fingernails, or make hair smell).



When the e-fag user inhales on the mouthpiece (the filter end of the electronic cigarette cartridge) a tiny vaporiser is activated. This heats some e-liquid and releases a small amount of vapour from the e-liquid. Then the vapour is inhaled, and this whole process is termed 'vaping'. According to e-fag users, the hit to the lungs is very similar to that

which you get when inhaling a conventional cigarette.

Among the big advantages e-fag smokers gain are that, while conventional smoking is banned in many public places and frowned upon in many private homes, 'vaping' is not illegal. The vapour is relatively pleasant, so you won't be treated like a social leper any more, amongst your non-smoker friends.

As an e-fag user, you can have a clear social conscience. Only a tiny quantity of nicotine is exhaled, as your lungs absorb most of it before it escapes back into the atmosphere surrounding the 'vaper'. You are not guilty of making others breathe in second-hand smoke. Then you can add this big advantage - that you are not going to make your clothes, your hair, house or car all smoky yellow and stinky. You'll be feeling positively saintly by now!

Electroniccigarettedirect.co.uk

7. **Cheaper than tobacco products or nicotine replacement therapies claim.** Convey that using the e-cigarette product is cheaper or will save the user money and/or provide a better monetary value than using tobacco or nicotine replacement therapies (e.g., nicotine patch or gum).

THE UK'S NO.1 E-CIGARETTE **>> SHOP NOW**

- NO TOBACCO**
NO TAR, NO CARBON MONOXIDE
- 80% CHEAPER**
20 'CIGARETTES' COST AROUND 89P
- NICOTINE HIT**
LEGAL INDOORS, NO PASSIVE SMOKE

E-cigarettes as featured: **itv 1** **one** **Mirror** **The Daily Telegraph**
theguardian **Daily Mail** **CNN** **SKY NEWS**

Over **70 Million** cigarettes already replaced by the VIP E-CIG
Each filter offers comparable smoking use to 40 regular cigarettes!



vipelectroniccigarette.co.uk


8. **Environmentally Friendly claim.** Conveys the product is environmentally friendly, eco-friendly, and/or produces less waste than tobacco products (i.e., cigarette butts). Also images that signify environmental friendliness (e.g., recycling signs, clean earth pictures/graphics, leaves and trees, and lush, green outdoors imagery).

The screenshot shows the Steam Lite website homepage. At the top left is the logo "Steam Lite" in a white script font, with "ELECTRONIC CIGARETTES" in a smaller, white, sans-serif font below it. To the right of the logo is a search bar with a magnifying glass icon, the word "Search", and a "GO" button. Further right are social media icons for Facebook and Google+. Below the logo and search bar is a navigation menu with the following items: Home, About E Cigs, E Cigarette Kits, Cartridge Refills, Accessories, E Liquid, Offers and Codes, Resellers, and Contact. The main content area features a large banner with a blue sky background and green grass at the bottom. On the left side of the banner are two e-cigarettes, one black and one white, crossed. On the right side, the words "GO GREEN" are written in large, 3D letters made of green grass. Below this, the text "USE Electronic Cigarettes" is displayed in a white, sans-serif font. At the bottom of the banner, there are three dark grey buttons with white text: "Get Your Starter Kit", "Cartridges & Refills", and "Steam Lite News &".


steamlite.co.uk

9. **Fire safe alternative to tobacco cigarettes claim.** Indicates the product is safer than tobacco products in terms of fire safety (e.g., “the product cannot light an accidental fire since there is no combustion.” “There is no fire or flame.”)

[NEW! Red Dragon's Compact E-Liquid Vaporizer](#)



ELIPS
E-LIQUID VAPORIZER


RED DRAGON

what our customers have to say about Red Dragon at [testimonials](#)

A portion of your purchase supports the American Heart Association. Please click here to donate: donate.americanheart.org/ecommerce/aha/aha_index.jsp

Attention E-cigarette Suppliers!

You can design your own brand and/or custom packaging. Your OEM Electronic cigarette products can be packed in the U.S. and shipped in your own custom packaging. Visit www.ElectronicCigLiquid.com for additional information.

What is an Electric Cigarette?

Red Dragon offers re-chargeable electronic smoking devices which give smokers an alternative to tobacco. Using the latest technology, our products provide a smoking experience without the fire, smoke, tar or tobacco found in traditional cigarette smoke.

Our products produce a flavor filled vapor that dissipates within moments after you puff. This pleasant, non offensive smoke-like vapor can be enjoyed indoors or virtually anywhere.

[E-Liquid 5ml bottle](#)

[E-Liquid Refill Kit](#)

[Empty Cartridges](#)

[E-Liquid Injection Syringe](#)

[Chargers](#)

[Electronic Cigarette USB Charger](#)

[Wall Charger Adapter](#)

[Car Charger Adapter](#)

[Ecig Car Charger Kit](#)

[Ecig Charger Extension Cord](#)

[Ecig Portable Charger Case](#)

[Accessories](#)

[Electric Cigarette Battery](#)

[Dragon Skins](#)

[Distributor Cards](#)

[Storage Case](#)

Buyreddragon.com

- 10. Increased ability to socialize claim.** Indicates one will have increased friendship, increased ability to spend time with friends, especially nonsmokers, and increased opportunity to party or hang out in bars with friends by using the product. These claims might explicitly state the product is “social.”



The image shows a screenshot of the Eluma website. At the top left is the Eluma logo, which consists of a stylized flame above the word "eluma" in a lowercase, sans-serif font, with "CIGS" in a smaller font below it. To the right of the logo is a "Customer Login" section with an "Email" input field, a password field with masked characters, and a "Login" button. Below the login fields are social media icons for Facebook, Twitter, and YouTube. A navigation bar below the login section contains links for "Home", "Products", "How it Works", "Testimonials", "Customer Service", "My Account", "View Cart", and "Affiliates". The main content area features a large banner with a dark background and a photograph of three women in a bar setting, each holding a cigarette. The text on the banner reads: "New & Improved Batteries", "Paired with our brand new Atomized Cartridges, you'll get Longer Lasting Battery Life between charges. Smart Li-Ion technology, flashes for 10 seconds to let you know when it's time to recharge.", "Same look but even better!", and "Works with your existing Atomizers!".

Elumacigs.com

- 11. Increased social status claim.** Associates the products with higher class, higher standing in society, looking “cool” or like a “trendsetter,” increased social acceptability, and/or that the product will lessen the stigma associated with smoking cigarettes (e.g., “using the product helps me to avoid dirty looks from non-smokers” or “to avoid the stigma of tobacco smoking” or “power smoker”) and luxury imagery like nice gloves or jewelry and wearing suits.



Smoke51.com

- 12. Increased romantic involvement claim.** Depict greater ability to find/keep a romantic partner or engage in romantic/sexual encounters. (e.g., get more dates, increased ability to attract opposite sex, pictures of models in sexy clothing, pictures of close/intimate interactions like kissing, cuddling, and hugging).

Smoking Everywhere
Electronic Cigarette

BEST E-Cigarette 2008 by Retail Magazine

Click to Call

BUY NOW!

Become an Affiliate | Contact Us

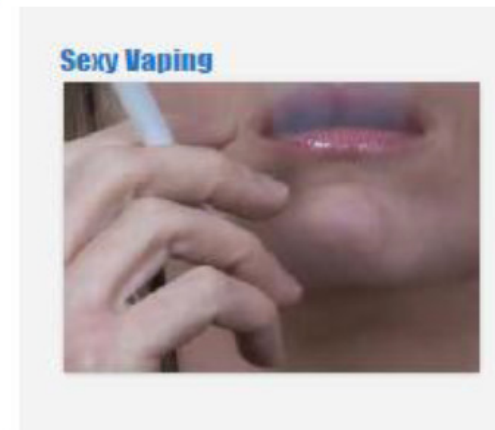
HOME ABOUT OUR PRODUCTS PRODUCTS BENEFITS OUR COMPANY OPPORTUNITY FAQ'S **HOW TO BUY?**

Smoking Everywhere E-Cigarette is intended for use by adult smokers and not intended for pregnant women or those who are sensitive to nicotine. Nicotine is highly addictive and may be dangerous to your health. Smoking Everywhere E Cigarette is not intended as a smoking cessation device. Smoking Everywhere ECig offers smokers a tar-free way to enjoy smoking.

Smoking Everywhere E-Cig offers smokers a tar-free way to enjoy smoking:

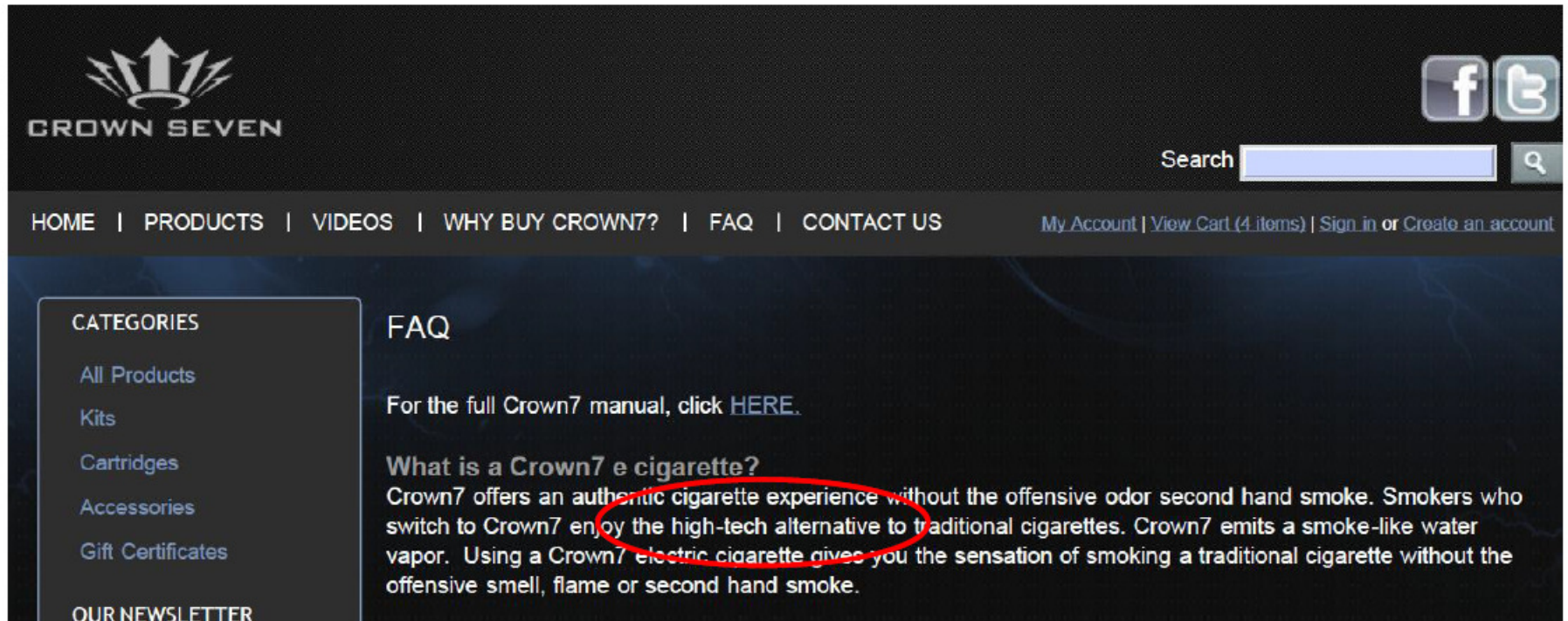
Smoking Everywhere E-Cigarette has no tobacco, no tar, no real smoke and no other chemicals like traditional cigarettes that are known to cause lung cancer. However, It looks like a real cigarette, feels like a real cigarette and tastes like a real cigarette, yet it isn't a real cigarette... It also may be cheaper and offers smokers a tar-free way to enjoy smoking!!!

Smokingeverywhere.com



ecigarettedirect.com

13. **Modern, technologically advanced claim.** Messages that describe the products, and using them, as modern and/or technologically advanced (e.g., state-of-the-art, new, hip, cool, revolutionary, modern, sophisticated, advanced, latest, cutting-edge, and futuristic)



CROWN SEVEN

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CATEGORIES

- All Products
- Kits
- Cartridges
- Accessories
- Gift Certificates

OUR NEWSLETTER

FAQ

For the full Crown7 manual, click [HERE](#).

What is a Crown7 e cigarette?

Crown7 offers an authentic cigarette experience without the offensive odor second hand smoke. Smokers who switch to Crown7 enjoy the high-tech alternative to traditional cigarettes. Crown7 emits a smoke-like water vapor. Using a Crown7 electric cigarette gives you the sensation of smoking a traditional cigarette without the offensive smell, flame or second hand smoke.

Crown7.com

Multiple claims:

VAPOR KING VS TOBACCO CIGARETTES



No Smoke	YES	NO
No Tar	YES	NO
No Ash	YES	NO
No Bad Breath	YES	NO
No Odors or Staining	YES	NO
No 2nd Hand Smoke	YES	NO
No Carbon Monoxide	YES	NO
Free from Smoking Bans	YES	NO
Known Cancerous Agents	NO	YES
Contains Nicotine	YES	YES
Cost per Carton	AS LOW AS \$10	AS HIGH AS \$60

** Cost estimate is based on (10 bottles of eLiquid for 100.00) deal found [here](#)