



Our Brands

Puritane™

Following extensive development in partnership with the inventor of the first e-cigarette, HAN LI, Puritane offers a range of high quality e-cigarettes. Featuring superior materials and engineering, these devices deliver an excellent consumer product.

Puritane e-cigarettes offer a specially blended flavour. Unlike other e-cigarettes on the market, which have been benchmarked against European and American taste profiles, Puritane was tried and tested with UK consumers who have particular taste expectations. The result is a unique smooth flavour.

Filled and packed in the UK, Puritane products contain high quality pharmaceutical grade nicotine and flavourings produced in the European Union.

Featuring a range of advanced technological features, including a powerful Li-Ion battery that delivers lasting performance, Puritane e-cigarettes are a little heavier than conventional cigarettes.

Puritane e-cigarettes come in a number of options. The disposable e-cigarette lasts about as long as 35 standard sized cigarettes (*) and contains 16mg/g of pharmaceutical grade nicotine.

The Puritane™ Rechargeable Starter Kit includes one powerful battery, a specially designed USB charger and two cartomisers containing 16mg/g and 11mg/g of nicotine. The cartomisers contain the nicotine liquid and look like cigarette filters. Each cartomiser will last about as long as 35 regular sized filter cigarettes.

In February 2014, Boots, a leading UK chemist founded by Quakers in 1849, and Fontem Ventures signed an exclusive six month deal with Fontem to sell its first e-cigarette, Puritane, over the pharmacy counter. Puritane e-cigarettes are now available to buy from the Puritane online shop at www.puritane.eu as well as from a number of different stores UK wide.

(*) based on 10 puffs per cigarette