

ECIGWIZARD

Regarding Shorty Nics 36mg Nic Shots

Firstly, thanks for choosing our brand of product - you may notice some changes to the labelling and boxing on the 36mg Shorty Nics Nic Shots which previously displayed the strength as 36mg and now displays the strength as 20mg.

The liquid hasn't changed from the previous formulation and the product remains a 36mg Nicotine Salt liquid, we were advised that legally we can only display a maximum of 20mg nicotine on the label and box despite checking this with the MHRA, Trading Standards and other consumer bodies prior to creating the product and were advised that we were legally entitled to do so.

The product is unique as it's made from a nicotine salt which is 20mg of nicotine per 1ml of liquid and 16mg of Sodium Benzoate per 1ml of liquid. Producing overall a 36mg nicotine salt per 1ml of liquid.

Just to confirm, the liquid is the same as the 36mg Shorty Nics your customers enjoyed previously, just re-labelled in accordance with subsequent advice from Trading Standards.

Many thanks.

Mr Chris Carr
Head Of Business Development
Ecigwizard.