

INTELLICIG: IS IT THE SMOKER'S ANSWER?

by Alan Fisher, editor of Call Sign



Dial-a-Cab drivers and staff with a compulsion to have a quick drag may have found the answer following an article in the DAC in-house magazine, Call Sign. It involved a new type of electronic cigarette called Intellicig. The manufacturers are confident that the governmental nationwide smoking ban does not apply to Intellicig and that not only does it satisfy a smoker's craving for a fag, but it doesn't give out any harmful vapours and smoke is not exhaled.

Unusually for an imitation cigarette, the makers do not claim that Intellicig helps you give up smoking – even though it probably can do in the long term. The most important aspects of this rechargeable electronic marvel are that it does not damage your health, while still giving the smoker their nicotine fix, is cheaper than real smoking, legal for indoor use and gives out no fumes - meaning that passive smoking is no longer an issue.

Intellicig looks like a real ciggie, with a tip that glows as you inhale allowing you to exhale non-damaging vapour. Healthwise, it contains traces of propylene glycol, glycerol, water and of course, nicotine. That compares well to the 4,800 chemicals you find in a typical pack of 20. It also means no carbon monoxide, tobacco or tar, making it odour free and healthier than any normal cigarette. Neither is there any danger of setting fire to anything or dropping ash on the carpet!

DaC Account Manager, Caroline McGowan, tested out the product for Call Sign. She has been smoking for many years and although working in a stressful job, wanted the opportunity to move away from real ciggies and those 5-minute ciggie breaks outside regardless of whether it was cold and damp. The manufacturers claim that a 20-a-day smoker – under which category Caroline falls - can also see staggering savings of 75% on their usual smoking costs with an Intellicig pack retailing from £15 and a cartridge lasting eight times longer than a standard cigarette. For someone like Caroline, that could result in an average saving over a year of £1,500.

Intellicig doesn't sound like a device to help you give up smoking. It seems to be aimed more at those who either can't or don't want to stop, hence the nicotine. However, if it means that smokers go over to a product that sounds as though it would benefit everyone around them, including the person with the ciggie, then it seems worth giving it a go. The company is based in Accrington and is the only supplier in the UK to assemble and package its products here. This is how it works...

The Intellicig comprises three parts - the battery / micro-electronics, vapouriser device and mouthpiece / cartridge. When the smoker inhales through the mouthpiece, a sensitive micro pressure switch activates the rechargeable battery, which immediately causes the vapour device to vapourise a tiny drop of the cartridge liquid. The vapour contains vapourised nicotine within the mist, which in turn is delivered straight to the blood stream via the lungs, giving the smoker an instant nicotine fix – but without all the other harmful ingredients found in tobacco. When you inhale, the tip illuminates and when you exhale, there is "smoke!"

Caroline McGowan began testing over the Easter Weekend and continued for around 6 weeks. This is her verdict... "I was so eager to try Intellicig out that I kept asking our editor, Alan, whether the sample had arrived. When he came into the office with it, I couldn't wait to try it out. It just so happened that I had already arranged a night out with colleagues from work that evening, so we all headed off to Upper Street with our first port of call being the Slug & Lettuce public house.

"After getting a round of drinks, we all sat chatting for around an hour, but the nicest part was that I didn't have to leave the pub in mid-conversation as I often had done previously because that little man in my head kept saying cigarette, cigarette, cigarette! I was completely relaxed puffing on my new ciggy. We all noticed the finger-pointing and whispers from others in the pub and it became a great talking point when we moved onto the restaurant and later on the tube journey home.

"I have tried patches and other inhalers, but found Intellicig to be the closest thing to a real cigarette, although you do not get quite the same kick as you do from the real thing. It also leaves a slight taste on your lips - which I presume is the nicotine - but you do get used to it. Although I have not given up smoking completely, I have certainly cut down and

on two days when I didn't smoke at all, I did notice how nice it was not to have the stench of smoke on my clothes and in my hair. I am also quite happy to sit at my desk puffing away on my new ciggy when it's cold and raining outside!

"I suspect that I don't have the willpower of those who have already kicked the habit, but I will continue in my quest in the hope that I can cut down even further. Alan did ask me to put away the money that I had saved, but like every good woman I never listen to men (ha ha) but I can tell you that I have brought a couple of new pairs of shoes!

"On the downside, I would advise that you order a new set of cartridges once you have received your starter pack, as these have to be ordered on-line. However, after speaking with John Chamley at Intellicig, they are hoping that replacement cartridges will be widely available soon, so you may even be able to go to your local shop or supermarket. I would recommend any smoker to give Intellicig a go. Even if you just cut down, you will be better off health-wise and you can also save some money - especially if you are a 20-a-day or more smoker. A good 10 out of 10 for Intellicig if you want to cut down."

When Call Sign showed their report to Intellicig, they were so delighted at Caroline's positive response that they made DaC drivers and staff an offer that they have now opened up to the rest of the taxi trade. An Intellicig spokesperson told Taxi Globe: "Every day Intellicig is succeeding in changing people's perceptions of smoking. Gone are the days of smelly ashtrays, to be replaced with the greatest invention of recent times. The Intellicig success story is testimony itself to the positive effect our EVolution model has had for so many users; in just six months the company has grown incredibly and now exports to major suppliers across Europe, Africa, Asia and the Americas. The Intellicig offers smokers more than a fighting chance to change their smoking habit to a cleaner alternative, which has spin off benefits for family, friends and work colleagues as they can now be free from passive smoking, smelly clothes and staff disappearing for their fix. Intellicig is also much cheaper than conventional cigarettes and can save you enough in a year for an extra holiday!

"We know that many cabbies smoke and along with spending much of their working day in the cab, this can have adverse effects. We are offering all Taxi Globe readers a superb discount of 20% off their first order from Intellicig. Also, have a look at our Trade Pack opportunity further down the page.

"To claim your discount, just go to www.intellicig.com, buy a starter kit and when you reach the checkout, enter the coupon code cabbie20, which will automatically take 20% off your bill. Intellicig offers a 30-day guarantee and if you are not satisfied within that time, simply return the product for a refund. If you have non-cabby friends, they too are welcome."

CABBIES' TRADE OFFER

Having been a cabbie many years ago, I know that passengers will be fascinated by the Intellicig and will want to know more. Intellicig have put together a special Trade Pack for Taxi drivers which consists of the following:

- 10 x EVO-U Starter Kits.
- 1 Free EVolution to demo.
- 25 Free Cartridges to demo.
- 1 Free Car USB Adaptor.
- Free Information Stickers.

The pack costs just £150, which is the trade price for the 10 EVO-U kits. The RRP for the EVO-U is £26 each. If you would like to know more or place your order, please contact the Intellicig team by calling 0845 527 6115 or emailing john@intellicig.com

Full details of kits and Trade Packs are on the website at www.intellicig.com

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