


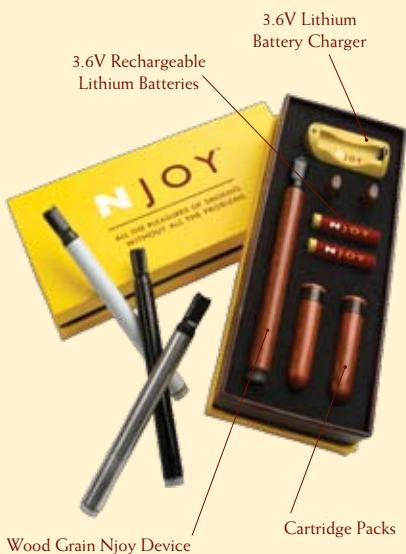
**N** **J** **O** **Y**<sup>TM</sup>

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ALL THE PLEASURES OF SMOKING  
WITHOUT ALL THE PROBLEMS

# Benefits of Njoy

- Smoke it anytime, anywhere; not banned.
- Costs less than tobacco smoking.
- Tastes like tobacco, but contains no tobacco.
- No carcinogens, no tar.
- Contains optional nicotine levels, satisfies desires.
- Virtually odorless; no lingering smell in clothes, home and car.
- No secondhand smoke.
- Replicates behavioral and physical pleasures of smoking.
- Satisfies nicotine cravings.
- Easy to use  (doesn't require matches, lighters or ignition).
- Won't stain your teeth or damage your skin.
- No more embarrassment or guilt.
- Not offensive to others.



# How Does Njoy Work?



Njoy performs similarly to traditional smoking. It looks, feels and tastes like a tobacco cigarette or cigar, and delivers all the pleasures of smoking, without all the problems. The secret to what makes Njoy better than traditional smoking is what is inside this revolutionary new product.

The nonflammable Njoy is driven by modern microelectronic technology, a small rechargeable battery and a unique, safe, replaceable cartridge containing water, propylene glycol, nicotine, a scent that emulates a tobacco flavor, and a membrane to suspend the ingredients.

When using Njoy, the act of inhaling or smoking replicates the tactile experience and satisfactions traditional smokers seek, and triggers a process that releases a simulated smoke that is actually a vapor mist that evaporates within a few seconds.

Njoy emits what appears to be smoke, but is actually a vapor.



## How Do You Use Njoy?

Njoy is a very easy-to-use, convenient product. It is rigid, doesn't crush and can be stored in a purse, pocket, drawer and any other handy location.

When you are ready to use Njoy, unscrew the indicator light at one end of the device, insert an Njoy rechargeable battery, and screw the indicator light back on. Then, at the opposite end of the device, screw on your choice of cartridges. In just these few easy steps, Njoy is ready to be used.

## How Long Does an Njoy Cartridge Last?

On an apples-to-apples basis, one Njoy cartridge will last the equivalent of about two packs of tobacco cigarettes. The average pack of tobacco cigarettes contains 20 cigarettes, and the average cigarette yields about 15 puffs.

So, one pack of tobacco cigarettes yields 300 puffs, and two packs equal 600 puffs. It is anticipated that one Njoy cartridge will yield about 600 puffs.

2 pack of Cigarettes = 1 Njoy Cartridge



# How Long Does the Battery Last Before Needing a Recharge?

The Njoy starter kit comes with multiple batteries so people can always be recharging a battery while also using Njoy. Charging an Njoy battery for the first time takes three hours. The average Njoy battery will hold its charge up to the equivalent of 5-10 packs of tobacco cigarettes, or about 1,500 to 3,000 puffs depending on the intensity of the puffs. The indicator light will blink red for 10 seconds when a battery's charge is getting low. After its initial charge, a battery will recharge in two hours.

Njoy creates  
the appearance  
of traditional  
smoking.



# What Does Njoy Taste and Smell Like?

Most users of Njoy will tell you the flavor emitted by the product replicates tobacco cigarettes and cigars. Yet the odor from Njoy is barely noticeable, unlike traditional tobacco cigarettes and cigars that create lingering, difficult-to-neutralize smells in rooms, cars and clothing.

# Where Does the Smoke Go?

Njoy emits what appears to be smoke, but is actually vapor mist that evaporates within seconds, much like the functioning of a humidifier. Njoy leaves no visual residue in the air, whereas traditional smoking can leave an unsightly, acrid cloud known to irritate eyes and bother people's senses.

# Can Customers Smoke Njoy Anywhere?

Technically yes. Since Njoy is nonflammable, contains no tobacco, and produces no secondhand smoke, it is not prohibited by law. Njoy customers have used the product in restaurants, in airports, at work and in other places where traditional smoking is banned. Still, do not be surprised when people ask you about smoking Njoy. After all, to the casual observer, using Njoy creates the appearance of traditional smoking. Customers report that simply explaining to others how Njoy works usually creates acceptance for using the product anywhere.



Njoy customers have used the product in restaurants, in airports, at work and in other places where traditional smoking is banned.

# Is Njoy Right for Everyone?

Njoy is intended for use by adult smokers ages 21 and older. Njoy is not to be sold to persons under the legal smoking age. Additionally, Njoy should not be used by anyone who is pregnant or has health concerns, without first consulting a physician.

Njoy is intended for use by adult smokers only



## How Do the Ingredients Compare With Those in Common Smoking Products?

The number of ingredients in Njoy and the outcome of those ingredients when used are vastly different and better than those found in traditional tobacco cigarettes and cigars.

Njoy contains water, propylene glycol, nicotine, a scent that emulates a tobacco flavor and a membrane to suspend the ingredients. None of these ingredients is considered a cancer-causing agent. The Food and Drug Administration deems propylene glycol safe. Nicotine itself is not carcinogenic, offers some therapeutic uses and can be found in green pepper, tomato, eggplant and potato.

Cigarettes and cigars, meanwhile, commonly contain tobacco, hundreds of additives, glue and paper, which when ignited, according to the Centers for Disease Control, harm nearly every organ of the body, and cause cancer and cardiovascular and respiratory disease.

# What is Nicotine and How Does it Affect the Body?

Nicotine is an alkaloid found in certain plants, predominantly tobacco, and in lower quantities, tomato, potato, eggplant and green pepper. When nicotine is absorbed in small amounts, whether from tobacco cigarettes, cigars or Njoy, it can cause stimulation, a feeling of relaxation, calmness and alertness. The effects of nicotine can last from minutes to hours. Nicotine, while dependence-forming, is not a known cause of cancer.





# Is Njoy a Smoking Cessation Product?

Njoy has never been proven or tested to be a cessation device and is not sold or marketed as such. Njoy is a smoking alternative that offers reduced health risk, the freedom to smoke anywhere, social inclusion versus isolation, the absence of secondhand smoke, virtually odor-free smoking, nonflammability, convenience, and lower costs than traditional smoking.

# Is Njoy Approved by the TTA or FDA?

It has been determined that Njoy is not a product that warrants involvement or the oversight of the Alcohol and Tobacco Tax and Trade Bureau (TTB) or the Food and Drug Administration (FDA). The TTB tested the ingredients of Njoy and formally determined that it has no regulatory interest in Njoy because it does not contain tobacco. The FDA notes that it does not govern tobacco products or cigarettes, and Njoy makes no health or therapeutic claims.

Njoy is a smoking alternative that offers reduced health risks and the freedom to smoke anywhere.



# What People are Saying



## Satisfied the Habit

"Njoy gives me the freedom of satisfying a habit I've had for over 45 years and not being judged for it."

*Edwin Couse, smoker for 45 years*



## Curb the Craving, Stay Productive

"I'm a bartender and since I'm the only one, I'm unable to take time to leave from behind the bar and go out to smoke. And when I get a craving for nicotine it doesn't go away. With Njoy, I can actually curb that craving and still function and continue working."

*Samantha Haggerty, smoker for 25 years*



## No More Ashtray Mouth

"The thing I hate most about smoking is when your mouth kind of ends up tasting like an ashtray, and you go to kiss your girlfriend and she turns away and you feel rejected. With Njoy, you know you can smoke and you don't have that ashtray mouth and you can go right up to her and get a kiss. It's great."

*David Doran, smoker for 20 years*



## Wouldn't Know the Difference

"Njoy tastes a lot like tobacco. As a matter of fact, I wouldn't even know the difference, it might even be a little smoother."

*Frank Vasquez, smoker for 20 years, and Kathy Vasquez*



## Gives Me Back My Freedom

"Njoy gives me the freedom to be able to get my urges fulfilled at any time, any place, any location that I desire. If I decide I feel like having a cigarette, especially in a restaurant after a good meal. I can pull out an Njoy and I can get that satisfaction instead of having to wait 20 minutes by the time I get into the car."

*Esta Govers, smoker for 30 years*



## No More Lighting Up

"I believe the negative aspects of smoking are all the harmful additives that they put in cigarettes, like glue. Everything that has to do with smoking I think is really bad for you but to be able to smoke Njoy, to be able to smoke without lighting up, I think is a lot healthier for you."

*Robin Savage, smoker for 15 years*

Questions? Comments?  
Call 1-888-NOW-NJOY

**njoy.com**

Njoy is for use by committed smokers age 21 years or older, not for nonsmokers or by children, pregnant women, women breastfeeding, or persons with or at risk of heart disease, high blood pressure, diabetes, or taking medicine for depression or asthma. Consult a physician if you experience nicotine misuse symptoms such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat. If you smoke tobacco products, you are encouraged to stop. Njoy is not a smoking cessation product and has not been tested as such.