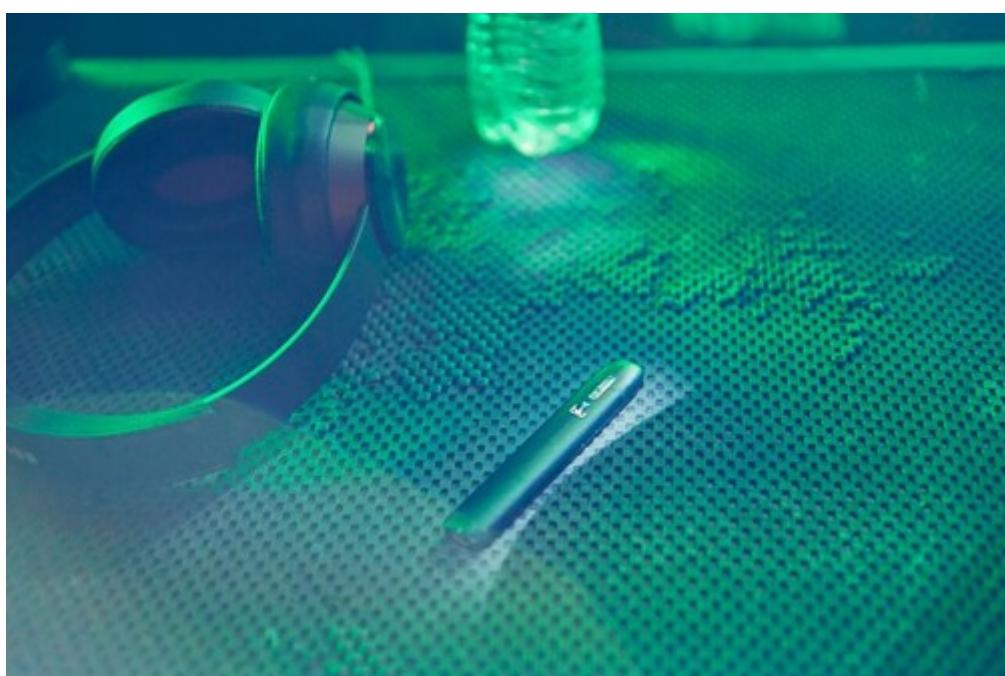


blu launches next-generation e-vaping device in sleek new format

By **Hibah Noor** on April, 10 2018 | Spirits & Tobacco



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myblu's pre-filled Liquidpods feature 11 flavors in three nicotine levels, including 2.4%, 1.2%, and a nicotine-free option

Imperial Tobacco's blu brand launched its new myblu electronic vaping product at retailers across the US in February 2018.

blu's next-generation e-vapor device, which boasts a sleek new form, has a pre-filled POD system designed to revolutionize today's vaping experience, Imperial Tobacco said.

blu, a leader in the electronic cigarette industry, said the introduction of its myblu e-vapor device would provide "the utmost satisfying vaping experience available on the market today".

myblu seeks to deliver strong performance in a sleek and compact closed system – with none of the hassle, according to Imperial Tobacco.

myblu fits comfortably in the palm of your hand. With a long-lasting and fast 20-minute USB recharge, myblu can be used anywhere at any time.

Featuring new pod technology with pre-filled Liquidpods, changing flavors is designed to be easier with its click-and-go system.

myblu boasts the brand's most expansive flavor range yet. The pre-filled Liquidpods feature 11 flavors in three nicotine levels, including 2.4%, 1.2%, and a nicotine-free option. They include Classic Tobacco, Carolina Bold, Gold Leaf, Magnificent Menthol, Polar Mint, Cherry Crush, Vivid Vanilla, Blueberry, Blue Ice, Mango Apricot, and Green Apple.

The full assortment of flavors is available for purchase exclusively on blu's website. In addition, blu's best-selling flavors such as Gold Leaf, Magnificent Menthol, Polar Mint, Cherry Crush, and Vivid Vanilla are also offered for retail sale in 2.4% nicotine.

Wayne Jones, Senior Vice President Sales Operations at blu's brand owner Fontem US, said: "Our constant quest for innovation and improvement has been a long-time tenant of the blu brand, and we are kicking off 2018 strong with our first-ever product for the growing Pod segment here in the US. We believe myblu is truly the introduction of a next-generation standard in electronic vaping products for the industry.

"Having received continued positive feedback from consumers and selling out of product pre-orders faster than ever before, we are confident that myblu will truly add a game-changing e-vapor device to the current market line-up, answering smokers' call with product that will transform the way consumers view and experience vaping today."

myblu starter kits, which include the myblu device, one USB charging cable, and one liquid pod in the Gold Leaf flavor, retail at US\$19.99, with mybluLiquidpods including two pods priced at US\$8.99.

Following the February 2018 launch, myblu is now available across retailers nationwide in the US.

The new product carries a myCARE guarantee – blu's first lifetime device warranty. This guarantee is only available in the US.

blu is available online and in stores across the four largest vapor markets worldwide, including the US, UK, France and Italy. The brand is owned by Fontem Ventures, a subsidiary of the Imperial Brands Group, with international headquarters in the Netherlands and Charlotte, North Carolina.



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