

Liberty Stix Response to Summary of Results: Laboratory Analysis of Electronic Cigarettes Conducted By FDA

Dear Valued Customers,

On July 22nd, 2009, the FDA issued a summary of an analysis of a few samples of electronic cigarettes. This analysis was based primarily on two Chinese origin cartridge formulas, namely from Smoking Everywhere and Njoy. Consequently, these formulas were given to the FDA's Center for Drug Evaluation, Division of Pharmaceutical Analysis. Upon analyzing these formulas, the findings were not favorable, but nonetheless were quite an anomaly compared to what we have seen thus far in the electronic cigarette industry. Please click the link below to view the findings.

<http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm173146.htm>

Essentially, we interpret the FDA analysis to state this:

The lab report states that they found a chemical (diethylene glycol) at a miniscule amount of less than 1% from 1 specific cartridge, from 1 specific flavor, from 1 specific brand (No other cartridges had any of this chemical). This cartridge was sourced from the same brand (Smoking Everywhere) that is currently suing the FDA for stopping their shipments.

Secondly the other chemicals found that are apparently toxic are nitrosamine's. Nitrosamines are nicotine derivatives that are already found, and known to be, in real cigarettes, and these were only found in LESS than HALF of the cartridges tested.

This means that about half of the cartridges tested contained NO TOXIC SUBSTANCES and 99% tested were safer than real cigarettes. However, the media, as well as the FDA are marketing the conclusions that consumers should be warned that all e-cigarettes are dangerous. Nevertheless, when you read the report this is not in their conclusion.

It states "Due to the variability among products, this analysis should not be used to draw conclusions about what substances are or are not present in particular electronic cigarettes or brands of electronic cigarettes."

So the conclusion they came to is that not all e-cigarette brands are bad, and out of half the cartridges tested, more than 50% contained no toxins at all, and 99% tested were safer than cigarettes.

At Liberty Stix, we believe we are in that 99% based on the fact that our nicotine formula is Made In America, with 100% pharmaceutical grade ingredients. We are unique to this industry since our formula for our cartridges is made, mixed, and filled in the USA.

In a recent article in the Cleveland Plain Dealer, our interpretation of these results was published. The following was my response that was written in the Plain Dealer:

Sebastian Cangemi, president of Liberty Stix, an e-cigarette company in Willoughby, said in an e-mail that his product does not contain diethylene glycol or carcinogens such as those found in the tested samples.

"Our product is made in the [United States,] not that Chinese garbage that I guarantee was what they analyzed, and I have been very vocal about this from the get-go with the FDA," Cangemi wrote.

He added, "Products tested seem to vary greatly on nicotine levels even within a product line. Our current production process and recipes should eliminate the unacceptable variances seen in that report."

You can view the entire article by clicking here:

http://www.cleveland.com/healthfit/index.ssf/2009/07/fda_tests_find_cancercausing_c.html

At Liberty Stix, quality, customer service, and innovation are our core values. We stand behind our AMERICAN made cartridge formula, made with 100% pharmaceutical and/or food grade ingredients, and agree with the FDA that some other formulas that are available in the market place do have fillers and potentially harmful ingredients. The Liberty Stix cartridge formula does not contain these ingredients.

At Liberty Stix, ethical business practices are also a core value at our company. We welcome any advice that any medical authorities can offer. Additionally, we welcome any regulation, if forthcoming, as long as it is done on a case by case evaluation.

Thank you for taking the time to read this response, and we hope to be your American e-cigarette provider now and in the future. If you have any questions, comments, or concerns, please email us at customerservice@libtystix.com or call us at 877-TRY-STIX.

Sincerely,

Sebastian Cangemi
President
Liberty Stix