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NEWS

Chicago-based E-Cigarette Maker Offers New Alternative To Smoking

February 1, 2012 12:00 AM

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News



As you walk into the Chicagoland headquarters of ProSmoke Electronic Cigarettes, you get a decidedly different vibe from most companies. What stands out initially is the overwhelmingly positive attitude of everyone working there. While most companies are still laying off employees, cutting spending, or cutting corners at the expense of customers, this privately-owned company just hired another large round of employees with full benefits and continues to

grow every day. This dedication to their large staff and providing a product that is truly successful as an alternative to traditional tobacco cigarettes is just part of what makes ProSmoke different.

What is so unique about an electronic cigarette or "e-cigarette"? This new product gives cigarette smokers the ability to get their nicotine through a device that feels and functions just like a traditional cigarette, but is battery operated and has no tar, carcinogens, bad smells, or cancer causing chemicals like regular cigarettes.

The secret is a little device that is about the same size of a cigarette but contains three parts: a battery which powers the unit, a cartridge which contains a solution with flavoring and nicotine (if you want it), and an atomizer which heats up and vaporizes the solution inside the cartridge. It produces what looks like smoke, but is actually a scentless cloud of water vapor that looks, feels, and tastes incredible. You get all the favorite parts of a cigarette that a smoker would want, with none of the negative things like smell and bad health. Since there is no smoke and only water vapor, you can smoke this anywhere you want — including inside restaurants, bars, and offices.

As a family oriented <u>business</u>, the owners are excited to bring on new employees and encourage a work environment that promotes positivity as well as creativity. The electronic cigarette company's headquarters is quite impressive. They have a 40,000 square foot office, warehouse and manufacturing facility in the Chicago suburbs.



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With countless different companies popping up daily in the booming new e-cigarette industry, ProSmoke catches attention for many reasons:

- They do not run their operation out of a house garage. They have offices throughout Chicago and employ locally to help the local economy grow.
- They are based, owned, and operated in the United States (unlike many of the competitors).
- Their electronic cigarette uses a seemingly safer vegetable-based liquid instead of synthetic chemical compound.
- They pride themselves on putting money back into their company for research/development and employee growth/learning.

The electronic cigarette from ProSmoke can be purchased in three different starter kit varieties and have flavor selections that include Apple, Cherry, Chocolate, Coffee, Menthol, Tobacco, Vanilla, and a Variety Pack that includes s sample of each flavor. The kits come with everything you need to start using e-cigarettes and start at \$59.99. The best part is that it is actually CHEAPER than traditional cigarettes. Once you use the cartridges that come with your kit, a replacement package of five only costs \$8.99 (at time of writing) and each single cartridge can last between one and two whole packs of cigarettes — That's about 60-70% cheaper than a regular pack of cigarettes here in Chicago. They also have specials and coupons available quite frequently.

Many companies have established themselves as a staple in their industry. For facial tissues, one might think of Kleenex; for adhesive bandages, Band-Aid may be a top choice; And, for search engines, Google is certainly a popular choice. Now, Chicago's very own ProSmoke seems to have positioned themselves as the electronic cigarette of choice. The standard has been set, and the company vows to continue to exceed expectations of their customers and the industry as they move into 2012.

For more information on ProSmoke Electronic Cigarettes, visit their website at www.ProSmokeStore.com »

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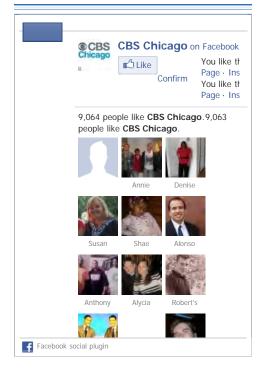
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* 'Soul Train' Creator Don Cornelius **Dead Of Apparent Suicide**

"Soul Train" creator and Chicago native Don Cornelius was found dead of a self-inflicted gunshot wound Wednesday morning in his Los Angeles home.

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