



Nicotine press kit



Nicotine  
for vaping only  
Made in France





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## Presentation

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Corporate name : **VDLV**

Registered office, production and packaging laboratory:

**Château Bersol - Bâtiment 2  
218 avenue du Haut-Lévêque  
33600 PESSAC  
FRANCE**

Legal form: **Société par Actions Simplifiée (simplified limited company)**  
Registered capital: **19.500 euros**

Incorporation: **April 2012**



## VDLV, leader in vapological excellence

VDLV, founded in 2012, has made a name for itself as an opinion leader in vapological excellence and defender of safe vaping. The firm's main objective has always been to design e-liquids that meet very stringent quality and traceability standards, in order to ensure the optimum safety of their products.

In three years of operations, VDLV has demonstrated a capacity to coordinate processes effectively, control and continuously improve dynamics for adapting resources, while industrialising production and operating conditions, as well as procedures, and monitoring the traceability of raw materials and finished products.

VDLV has now achieved recognition throughout the profession for high standards and expertise. It became a privileged partner for high-quality vaping, thanks to its two brands, Vincent dans les Vapes and CirKus, produced in the Bordeaux area of south-west France.

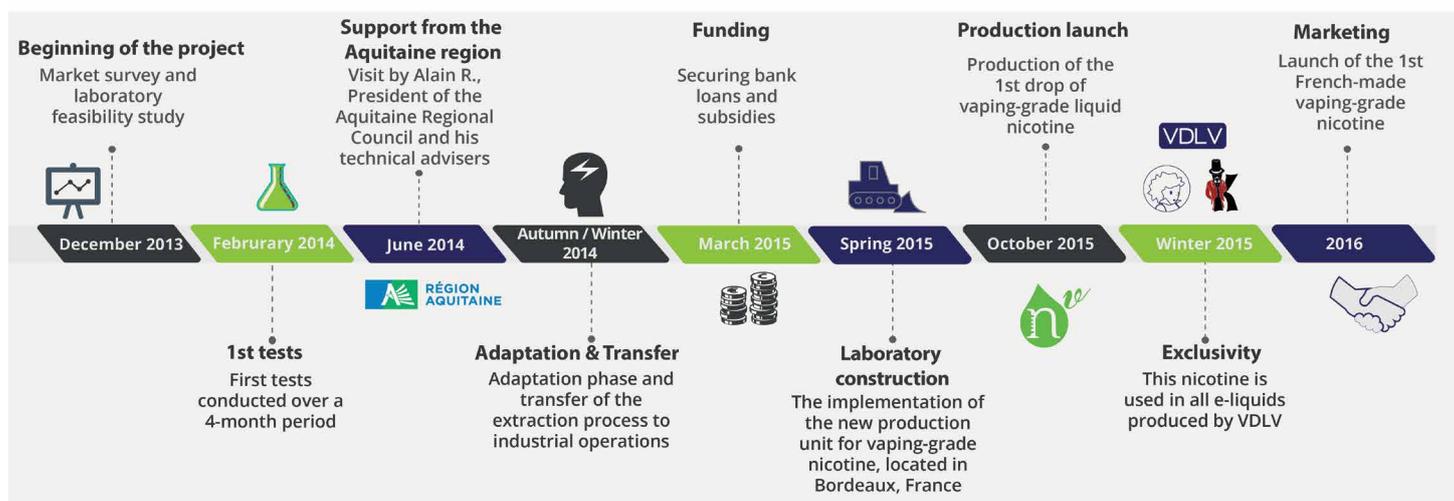
VDLV has always been particularly attentive to the quality of raw materials. Nicotine is, of course, an important component.

It has been proven that nicotine from burning cigarettes is the main factor of smokers' addiction. However, contrary to preconceived ideas, it is not harmful in this raw form, unlike tars and additives used by tobacco manufacturers.

Nicotine is an alkaloid, rapidly eliminated by the body and non-carcinogenic, which acts as a stimulant at low doses but is toxic at high concentrations, and may be addictive in case of regular consumption. The presence of nicotine in an e-liquid provides the «throat hit» (contraction of the larynx as the smoke or vapour passes through) that smokers look for. With an e-cigarette, vapers can vary the nicotine content to suit their needs and may choose to reduce levels gradually and eventually stop it. Nicotine is extracted from tobacco leaves to obtain a pure liquid form.

**VDLV has now become the leading French manufacturer of vaping-grade liquid nicotine, with the aim of obtaining greater control over production and improving consumer safety.**

## Key stages in the project



## Vaping-grade nicotine: a global innovation

Despite a tough competitive and legislative situation, **the e-cigarette market offers opportunities for growth and innovation.** There is an increasing demand for liquid nicotine from the specialised e-liquid industry.

While several European firms import and/or purify nicotine, until now, only three countries worldwide had facilities for extracting and producing liquid nicotine from tobacco leaves: China, India and very recently the United States. At the moment, **the Chinese and Indian production is mainly reserved for insecticides and contains high concentrations of impurities** (nitrosamines, nicotine oxides, etc.), as manufacturing techniques have not changed for over 30 years and involve relatively toxic solvents, such as dichloromethane.

In view of this situation, in order to enhance the quality and traceability of their products, **VDLV decided to produce «vaping-grade» liquid nicotine, reserved for use in e-cigarettes**, applying green chemistry processes with appropriate solvents, to eliminate impurities and obtain a higher-quality product.



In January 2014, VDLV commissioned a laboratory, specialised in renewable energies and sustainable development, to conduct research into the technical feasibility of extracting liquid nicotine from tobacco plants. The results of these tests demonstrated that **it was possible to produce liquid nicotine using non-toxic solvents, with a higher level of purity than the one obtained by Chinese and Indian laboratories, even exceeding market standards for pharmaceutical-grade products** (EP and USP standards).

The design and industrial methods are focus to control the material circulation, as well as product quality monitoring and waste management. **The extraction process is based on a «soft technology», avoiding any aggressive treatment of the product.**

**This innovation has further enhanced France's international reputation for expertise in quality and biochemical engineering**, making it the leading European country for producing and exporting high-purity liquid nicotine.



The production of this French nicotine requires rigorous selection of the tobacco plants, based on two simple criteria: high nicotine content and the lowest possible concentrations of heavy metals. In the medium term, **VDLV's ambition is to produce vaping-grade nicotine extracted from French tobacco plants**. However, studies have shown that the natural nicotine content of the tobacco plants currently produced in France is below the minimum threshold for industrial production.

Nevertheless, VDLV researchers are working with agricultural engineers at Bordeaux University to develop the production of certain types of tobacco, with the long-term objective of building a strong relationship with French tobacco producers. As a result, this crop which is currently in decline in France, may find a new encouraging line of development, likely to generate employment.

## An initiative supported by the Aquitaine Regional Council

The first stages of the project, from the feasibility study to the first laboratory tests, were entirely funded by VDLV. Once the tests had demonstrated the viability of the project, VDLV obtained support from financial partners to build a new production unit, compliant with all applicable safety standards.

In December 2013, the VDLV management team had a meeting with Mr. Jean-Luc Gleyse, current President of the "Conseil Départemental de Gironde" (local authority), who provided technical assistance for the project.

On the 20th of June 2014, Mr. Alain Rousset, President of the Aquitaine Regional Council, visited the VDLV head office, thus emphasising his attachment to the development of local businesses.

These meetings confirmed the institutional and financial support of the Aquitaine Regional Council and the Gironde local authority for VDLV's pilot project and also resulted in the signing of research partnerships between the LFEL (French E-Liquid Laboratory, a subsidiary of VDLV) and laboratories at Bordeaux University.

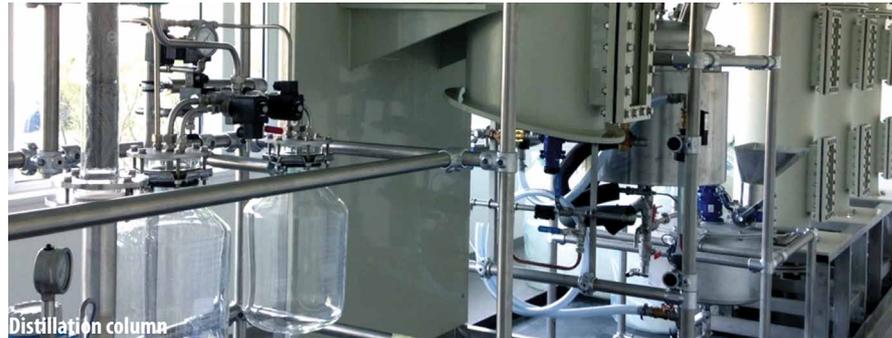


**RÉGION  
AQUITAINE**



## Market launch in 2015

This innovation programme is an important aspect of the normative and regulatory compliance for e-cigarettes and e-liquids. On the request of the FIVAPE and following the recommendations of the National Consumption Institute, AFNOR, in conjunction with health-care professionals and operators in the vape market, VDLV sets up a standards commission to establish consumer safety and disclosure criteria for these products.



In this context, one of the real strategic issues for the e-cigarette industry is the composition and traceability of the raw materials.

Consequently, the production of high-purity, French liquid nicotine, extracted by using an eco-friendly process, is certainly likely to attract strong interest from French and European distributors/consumers, who are also keen to benefit from French expertise.

To meet this demand, VDLV has funded the construction of a pilot production unit capable of producing up to 5 tonnes of liquid nicotine per year. Its production capacity is adaptable to meet the market demand.

**By late 2015, this facility will manufacture several types of products:**

- **pure, French, vaping-grade nicotine,**
- **non-aromatised nicotine bases for the preparation of e-liquids, consisting of mixtures containing varying proportions of propylene glycol (PG) and vegetable glycerine (VG).**

**Starting in 2016, all VDLV e-liquids containing nicotine will be based on this new technology.**



**Thanks to this innovation, VDLV, the leader in vapological excellence, will also become a full integrator of vaping products and a privileged partner in France, as well as on export markets.**



## Contact and Information

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