



BIDI™ Vapor

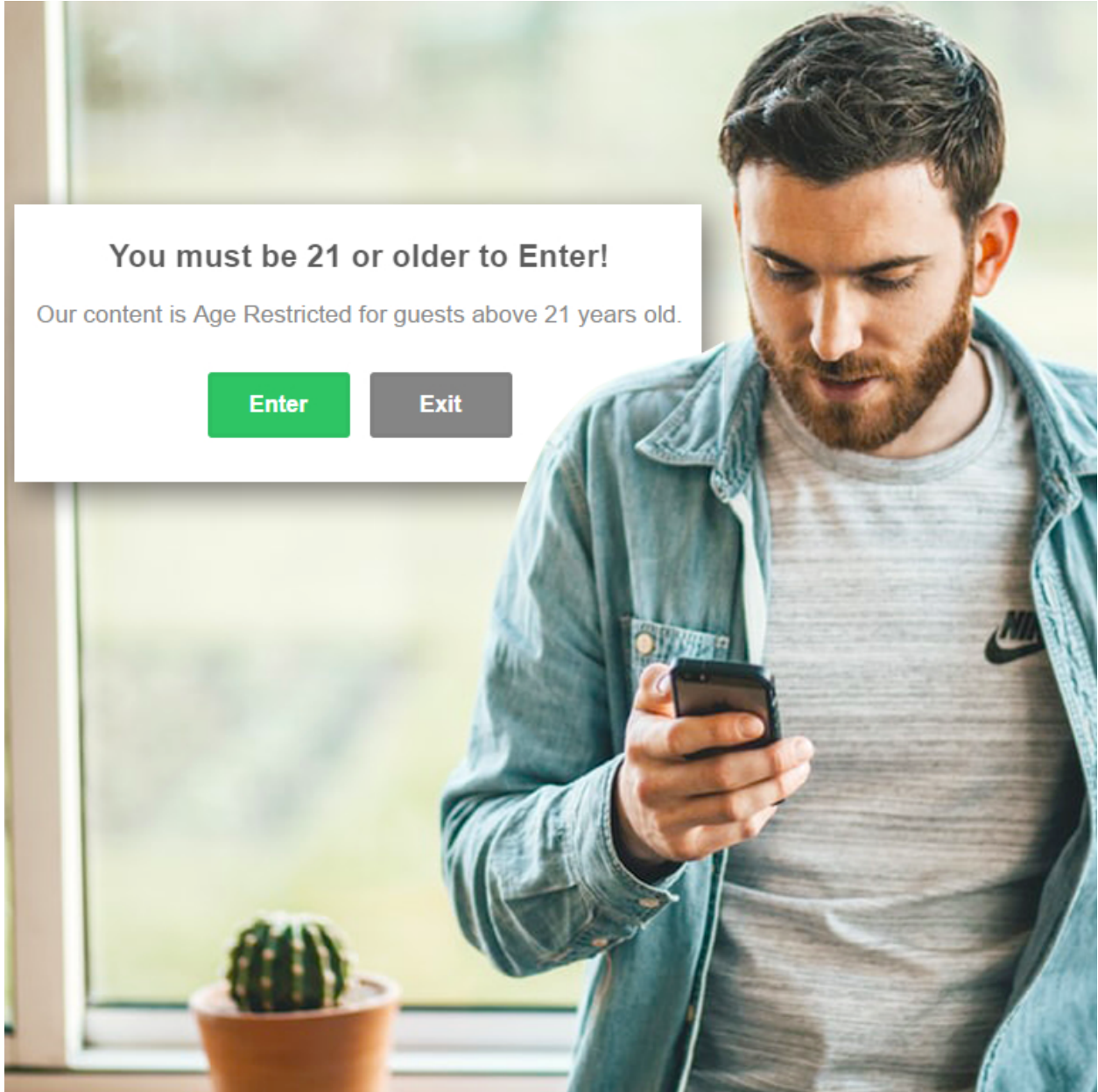
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Contact name: **Nirajkumar Patel**
Phone number: **1-(833) FOR-BIDI**
Email address: **sales@bidivapor.com**

Bidi™ Vapor Stands Against Underage Selling of Vape Products

Bidi™ Vapor, a brand that prides itself on its innovative and eco-conscious product, the Bidi™ Stick, makes a stand against the rampant sale of vape products to underage youth.



March 9, 2019. The rise of the vaping industry in the last few years has gained both commendation and criticism from the public. Companies introduced vaping products to ease adult smokers into the transition to a less harmful and healthier alternative. With the product in the spotlight, more companies have been offering it with less liability to the buyers' age and identity.

The increased popularity of e-cigarettes, such as vape, has invited a troublesome group of customers: curious teenagers. The complication comes when the incautious sale of vape products online and irresponsible marketing of some vaping brands occurs. Despite the age-verification regulation, over 90% of vendors have not verified the ages of teenagers who have purchased the products online. According to a study, 86.4% of the companies in the industry sell e-cigarettes to underage youth online.¹

The exceedingly simple process of buying e-cigarettes online is the root of troubles with underage sales. It also draws in more teenagers who have not been smoking vape previously to test out vape products. Teenagers using e-cigarettes are twice as likely to say they intend to smoke regular cigarettes as compared to those who have never touched the product. These findings result in a problem given the risk for nicotine addiction and its potential adverse health effects on adolescent brain development.²

Bidi™ Vapor is an online store that produces and manufactures the Bidi™ Stick. Bidi™ Stick is an e-cigarette made for adult smokers working towards cigarette smoking cessation. It is absolutely in no way intended to be used by non-smokers and underage teenagers.

Bidi™ Vapor sees and acknowledges responsibility in preventing youth access to vape products. The company stands firmly with the advocacy and is deeply committed to adhering to the regulations towards the prevention of minors from acquiring a Bidi™ Stick. In line with this, Bidi™ Stick is actively involved in the prohibition of sales to minors by implementing useful digital toll gates and protection to guarantee restriction of product sales to anyone under the required legal age to avail of electronic cigarette products on the Bidi™ Stick website.

- **Daily Order Limit.** Bidi™ Vapor has placed a limit on the purchase of Bidi™ Stick per day. Bidi™ Stick is made for personal use to support adult smokers as they transition to a healthier alternative. The daily order limit is to ensure that the sale of the Bidi™ Stick is for an adult smoker rather than for wholesale. With this, a consumer can only purchase a maximum limit of 30 Bidi™ Sticks per month. This limit of 30 Bidi™ Sticks can be bought one-time or in a staggered manner within the month.
- **Age Verification Process.** Bidi™ Vapor has partnered with a leading company that provides age verification services. For any attempt to purchase any product within the Bidi™ Stick website, there is a comprehensive and mandatory public search done to ensure and confirm the age qualification of the customer before completing the transaction. In the instance that the verification system fails to verify the real age of the

¹Electronic Cigarette Sales to Minors via the Internet. *JAMA Pediatrics*. Rebecca S. Williams, MHS, PhD; Jason Derrick, MSW; Kurt M. Ribisl, PhD. 2015.

² The dynamic effects of nicotine on the developing brain. *Science Direct*. Jennifer B.Dwyer, Susan C.McQuown, Frances M.Leslie. 2009.

purchaser, the system asks the purchaser to present a government-issued identification card. The purchase transaction is put on hold until a Bidi™ Stick customer service representative confirms the authenticity of the identification card.

- **Signature Upon Delivery.** As an added preventive measure, Bidi™ Vapor also requires a signature upon delivery of Bidi™ Stick. This tollgate confirms the buyer's identity, which ensures that the product does not fall to the hands of an underage person.

Bidi™ Vapor has established these attentive measures to put a stop on underage sales of e-cigarettes. It also does not explicitly target the youth in marketing and labeling their products. Bidi™ Stick assists and cares for adult smokers in seamlessly transitioning to a healthier lifestyle and does not engage non-smokers and underage youth with any vape products.

Bidi™ Vapor believes that every vaping company should follow suit in restricting the age of people who can access vape products. This restriction is to guarantee that vape products fall in the hands of adult smokers and not to underage youth. Bidi™ Vapor is a company focused on promoting responsible and cautious production and distribution of vape products to prevent minor youth access.

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At BIDI™ Vapor, the fuel of our innovation towards the creation of our pride, the BIDI™ Stick, is our genuinely driven desire to aid the transition of millions of cigarette smokers across the globe. The intention of providing an accessible alternative to facilitate a smooth transition for people who intend to lessen and to eventually quit smoking is written in the BIDI™ Vapor DNA.

Our vision is to be the renowned best provider for the most flavorful yet pleasurable transitional experience in the vaping industry with the primary intent of providing a solution for people who aspire to eliminate their smoking habit in a healthier, more practical, and stylish way. And ultimately, to significantly contribute to a smoke-free world for our future generations to come.

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For more information, please contact **1-(833) FOR-BIDI** or email us **sales@bidivapor.com**.