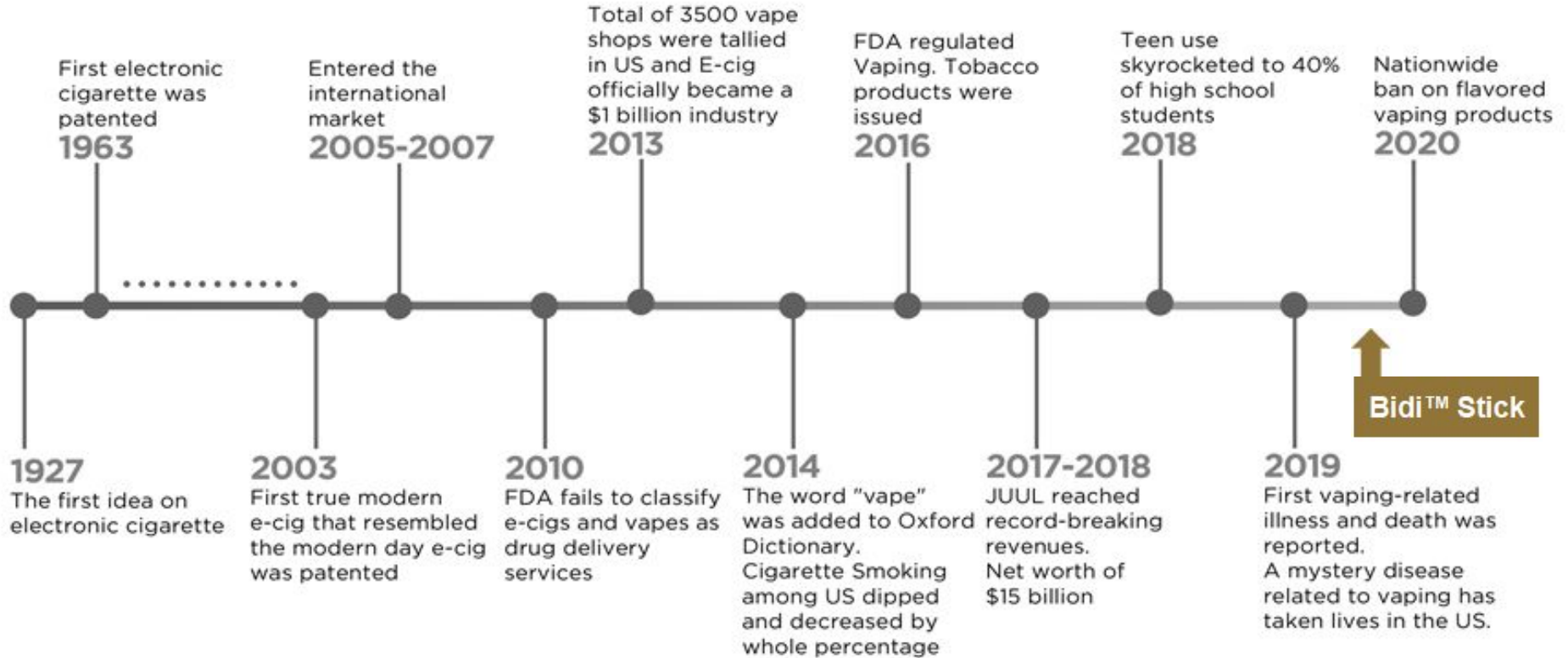




**The Vaping  
Company that  
Solved and Provided  
Solutions to the  
Problems of the  
Vaping Industry**

# HISTORY OF VAPING



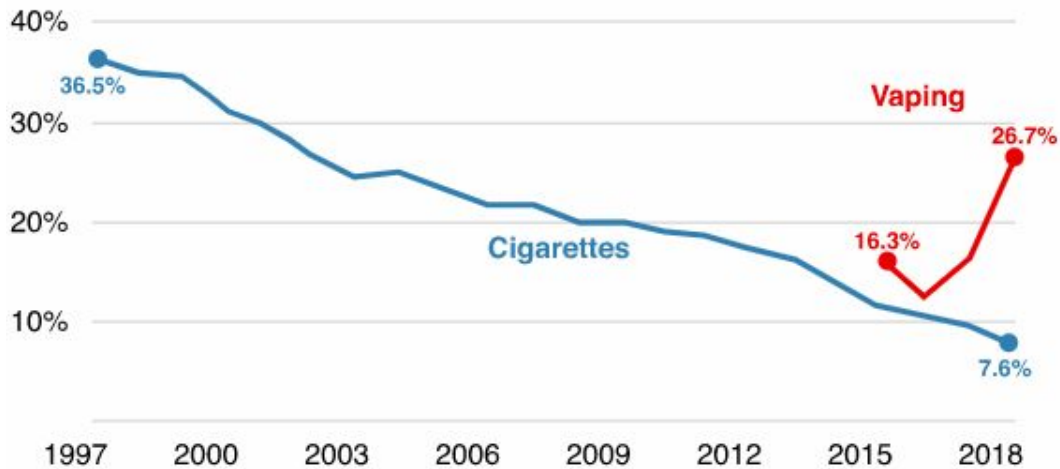


# **PROBLEMS OF THE VAPING INDUSTRY**

# UNDERAGE SALES

**50%** of vape shops don't require ID verification, a 2018 study of California retailers suggests.

**Teen E-Cigarette Use (Vaping) is Surging**  
12<sup>th</sup> Graders – Nearly Two Decades of Improvement Wiped Out



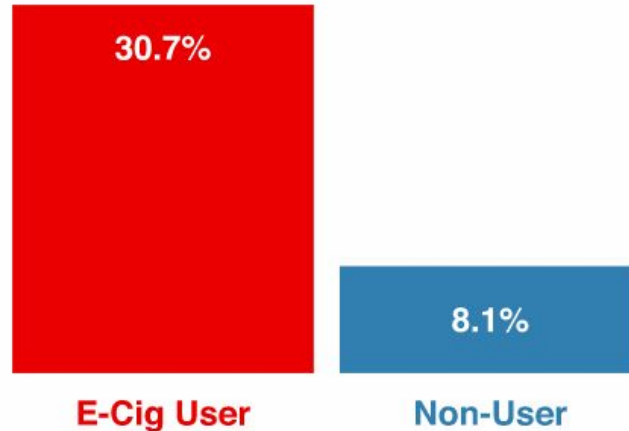
**86.4%** of underage use of vape comes from sales of irresponsible online vape shops.

# WHY IS VAPING HARMFUL TO THE YOUTH?

## 9<sup>th</sup> Grade E-Cigarette Users Are More Likely to Start Smoking

Started Smoking Within Six Month

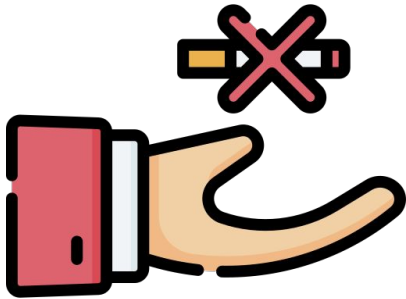
(Cigarettes, Cigars or Hookah)



Association of Electronic Cigarette Use with Initiation of Combustible Tobacco Smoking – Leventhal, Strong, Kirkpatrick JAMA August 2015

Lack of age verification 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.

# EFFECTS OF IRRESPONSIBLE YOUTH VAPE SELLING



**Draws in more youth to try vape** - even youth who have not previously smoked cigarettes.



Excessive use of product with nicotine has **adverse effects on adolescent brain development.**



Young people who use e-cigarettes may be more likely to **go on to use regular cigarettes.**

# UNCERTIFIED MANUFACTURERS



**SnowPlus** claimed it worked with a lab to produce high-grade vape products. Reverie Labs, the medical-tech company's website shows no single record that proves it has ever worked with SnowPlus or any vaping company.

**Eonsmoke** violated the Federal Food, Drug and Cosmetic Act (FD&C Act) by marketing new tobacco products without authorization, including e-liquids in flavors such as mango, cotton candy, sour gummy worm and others.



# DANGERS OF UNCERTIFIED VAPE PRODUCTS



Uncertified vape products are more likely to be **sold online without age verification process.**



Without an approval from FDA, the ingredients are unaccounted for and can be **toxic for the body.**



Uncertified vape products do not have FDA approval - which means it is **not up to FDA health standards.**



# IRRESPONSIBLE MARKETING



# WHAT IS IRRESPONSIBLE MARKETING?



Irresponsible marketing includes advertisements, posters, and social media posts that show vaping as **'cool' and 'fun.'** This kind of marketing attracts a curious group of consumers: underaged youth.

# WHAT IS IRRESPONSIBLE MARKETING?

Under federal law, companies can produce any flavour they want, but they aren't allowed to promote **varieties that could appeal to young people**, defined as under 18, such as those that taste like candy, dessert or soft drinks.

However, a lot of companies still advertise this kind of flavors.



# WHAT IS IRRESPONSIBLE MARKETING?



Packaging that has **candies and sweets** can grab the attention of **children**. FDA has already warned companies to put a stop on this kind of labelling to avoid kids from trying to consume vape products.

# COUNTERFEITS AND FAKES

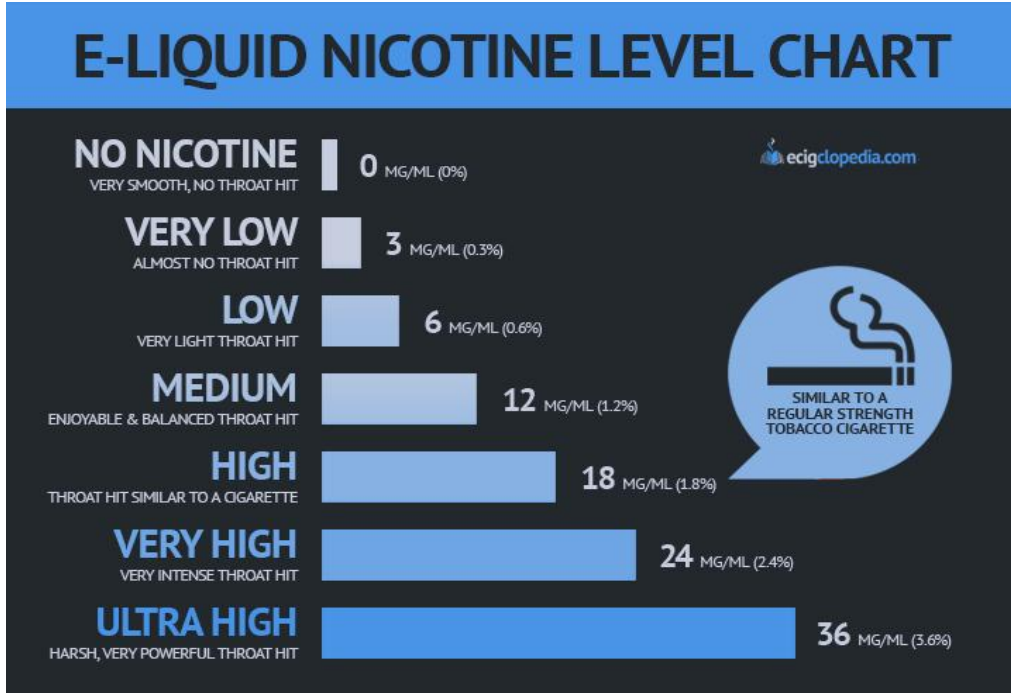


These counterfeit and fake vape products does not have **traceability** on them. Most are copycats of famous brands but made with **low-quality components and ingredients**.

With the rise of sales of vape products this past few years, counterfeit and fakes have also been showing up on stores.



# INEFFECTIVE TO CIGARETTE CESSATION



The **nicotine level** of a vape pen helps with how an adult smokers respond to vaping.

Most companies contain 4-5% nicotine level which adult smokers think is too low.

Without the satisfaction of nicotine, adult smokers will most likely go back to smoking cigarettes.



**Bidi™ Stick is  
the solution.**

# WHAT IS A Bidi™ Stick?

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**Bidi™ Stick** is a game-changing e-liquid disposable smoking device, packed with enough juice and power to outlast a two-pack of smokes. It is FDA certified via our safe and top-quality processes that provide for a smooth transition away from smoking, with a heart for the environment through recycling.

**It's not just a better experience, but a better unbeatable value with the heart for the environment.**

- **6% Class A Nicotine, Guaranteed to deliver 6%**
- **The Bidi™ Stick lasts 3X Longer than Competitors**
- **280mAh Battery, Reliable every time and Fully Recyclable**
- **Bidi™ Stick is Portable, No Odor, Safe and Disposable**
- **Sleek & professional design with Child/Tamper-proof Packaging**
- **FDA Certified processes via our Medical-Grade Manufacturing Facility**
- **Sustainable Bidi™ Cares Platform in taking care of the environment**



# Age Verification Process

The **BIDI™ Stick** is an **alternative option for adult smokers** and in absolutely **no way intended for the use of adolescents and non-smoker individuals**.

Age Verification Process is a crucial factor in combating underage use of vape products.

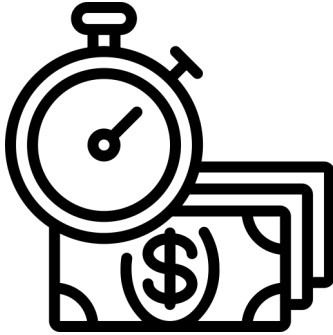


> **Bidi™ Vapor** has partnered with a **leading company** that provides **age verification services**.

>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.

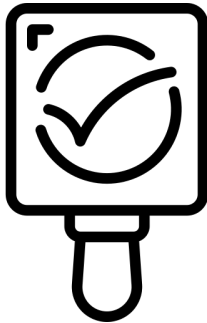
>In the instance that the verification system fails to verify the real age of the purchaser, the system asks the purchaser to present a **government-issued identification card**.

# Additional Age Verification Toll Gates



**Daily Order Limit.** Bidi™ Vapor has placed a limit on the purchase of Bidi™ Stick per day. This 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.



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.

# Certified and Trusted Manufacturing Process



**Bidi™ Stick** operates within **FDA Registered & Approved Facility** for Packaging and Manufacturing. Bidi™ Stick processes are GMP and ISO 9001 certified that speaks loudly on the efforts of Bidi™ Stick to ensure safety and consumer's health.



**Bidi™ Stick** has an advanced technology that enables the user to **standardize the percentage of SaltNic** taken in every puff. This technology makes sure that Bidi™ Users experience a clean and consistent hit from start until the last puff.

# Safe and Adult-Centered Packaging

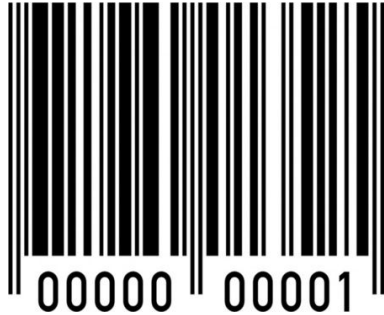


**Bidi™ Stick** supports and values the government's **advocacy against underage access of vape products** and all marketing restrictions are complied with to make sure the Bidi™ Stick does not appeal to the underaged population.

**Bidi™ Stick** actively follows all FDA packaging and labeling requirements, which includes **nicotine addictiveness warning statements** placed in a visible location on all labeling, packaging, and advertisements.

It also has a **child/tamper-proof packaging** with traceability attribute that ensures that adults who know how to open it are the only people who can use it, away from children.

# Traceability & Innovative Design



**Bidi™ Stick** has an **excellent traceability capability** with its data systems to make sure that each Bidi™ Stick requires **top-quality components** for a clean and consistent user experience.

## **Bidi™ Stick Process:**

1. Components go through a series of quality checks and controls.
2. After standards check, they are sent to the warehouse for assembly.
3. Every product is quality-checked and logged into system database.

Through this system, we **eliminate the counterfeits** that claim to represent themselves as Bidi™ Stick.

# Smoother Transition

The **Bidi™ Stick** offers a new generation of nicotine delivery systems offering a stronger nicotine concentration.

**Bidi™ Stick** only provides premium quality nicotine oil packed with **6% Class A Nicotine** that is above its competitors with only **4-5% by weight per volume**.

This higher nicotine content by volume enables adult smoke transitioners to have a **more seamless transition with fewer toxins** but a **more familiar rich experience** for them.



# Disinfection Process

1. Before the production starts, the factory is thoroughly inspected by the Shenzhen Epidemic Prevention Department. They will check the company's disinfection of facilities and materials as well as all personnel's health. If the inspection qualifies the standards, operations can now commence. This is a precautionary and preventive measure to ensure site health and product safety.

2. All materials go through a UV (ultraviolet) light disinfection to sterilize all materials to be used.

3. All staff goes through daily body temperature checking and hand disinfection before they can enter the production premises to ensure that they are all sanitized whenever they need to touch the interior of the product.

4. Daily workshop on proper disinfection is in place.

5. The workshop is equipped with finger cots and masks to ensure product safety.



# bidiCARES

Here at **Bidi™ Vapor**, we created the **Bidi™ Sticks** to lead the way to an **environmentally friendly** and **conscious usage of e-cigarettes**.

We have recently launched a program focused on promoting sustainable practices of using the Bidi™ Stick – the **Bidi™ Cares initiative**. With this program, we strive to make vaping healthy not only for adult smokers but also for the environment.





# WHAT MAKES BIDI™ STICK RECYCLABLE?



**Bidi™ Stick** has a **pharmaceutical and medical-rate pad** instead of the usual synthetic cotton. This is a win for the environment since synthetic cotton is more difficult to recycle than the pads used in **Bidi™ Stick**.



The battery used in every **Bidi™ Stick** contains a **high-quality battery** that has been **certified by FCC, CE, and ROHS**. It is **2.8x more expensive** than the usual batteries but also stronger to be recyclable.

# “Save Your Bidi, Save Our Planet”

## How does the Bidi™ Cares program works?

For every used ten (10) Bidi™ Sticks that you return, you can get one (1) Bidi™ Stick for FREE.

You can claim your FREE Bidi™ Stick in four (4) easy steps.



FILL UP THE BIDI™  
RECYCLE FORM.



Print a return label



Pay for the return label

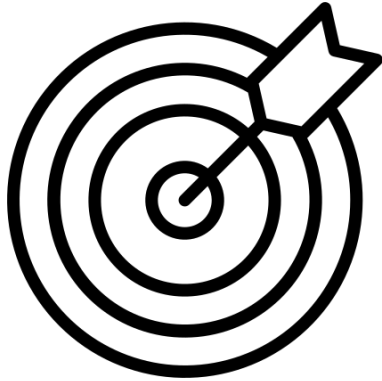


Ship the 10 Bidi™ Sticks  
back to us

*Save the environment and enjoy your free Bidi™ Stick!*

**Bidi™ Vapor** does not only promote proper recycling and usage of e-cigarettes, but we also initiate and take action. To further motivate users to recycle their empty Bidi™ Sticks, we created the **Save a Bidi™ Stick, Get a Free Bidi™ Stick** initiative. Consumers can ship us 10 empty Bidi™ Sticks and we will send back one Bidi™ Stick.

# Bidi™ Stick Mission



- ✓ Education and Awareness
- ✓ Provide the Best Vaping Solution on the market
- ✓ Help our communities
- ✓ Allow Healthy Transition from Smoking to Vaping
- ✓ To Lead the Change in the world and the vaping industry in recycling and saving our planet.

# HELP US



**Aid adult smokers transition** smoothly towards their goals in keeping away from cigarette smoke.



**Counteract underage selling of vape products** and take responsibility on sales.



Continue putting out **high-quality, safe, and FDA-certified products.**



Promote **eco-friendly products** and **sustainable programs** to help save our environment.

We need your help. We need a safe  
alternative.

We don't need to ban vape products.  
We need to produce top-quality, effective,  
safe, and eco-friendly vape products.

**Bidi™ Stick is the solution.**