

# News release

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## British American Tobacco launches e-cigarette in the UK

29 July 2013

**British American Tobacco announced today that it has launched its first e-cigarette in the UK.**


The e-cigarette is branded Vype and will be available for sale on-line with plans to move into mainstream retail outlets from September 2013.

Vype also uses a nicotine e-liquid that is made in the UK to current Good Manufacturing Practice (cGMP) standards and contains only pharmaceutical grade nicotine.

The e-cigarette is currently available in a disposable format, with plans to supplement the product range with a rechargeable version in the near future.

The development of inhaled nicotine products, which includes e-cigarettes, is a natural extension of British American Tobacco's approach to tobacco harm reduction which has been evolving over a number of years.


### Notes to editors

The website [www.govype.com](http://www.govype.com)  will go live on Tuesday 30 July, 2013

### Enquiries

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