

Product Development Services

Ecig Flavour.com Ltd offers a range of product development services, depending on the needs and resources of each client:

The Client Brief

New product design is carried out with a detailed brief from the client, identifying overall concept, objectives, target groups and brand values. The brief will also specify the agreed commercial outcome regarding matters such as exclusivity.

Bespoke Product Development Service

We will always advise whether we have a product already developed in our database that is like the brief. This can be sampled free-of-charge for evaluation and/or minor modifications to meet the brief.

Our fully bespoke service (if nothing similar is in our portfolio) is subject to written commercial agreement. Due to the subjective and iterative trial process this service may incur a development consultancy fee to cover time and materials. We believe the approach outlined below regarding 'recipe flavourings' to be a more successful route to distinctive products than the bespoke development of a single flavour from scratch.

'Recipe' Flavourings

Ecig Flavour.com has a repertoire of 150 building block flavourings, risk-assessed and designed explicitly for e liquids. All are based on common compatible solvent systems and each can be easily mixed with the others in any proportion to create unique homogenous and stable recipe blends (see case studies below).

A free-of-charge sampling service is available across the range of building blocks, which may be limited in number depending on reported results.

Risk Assessment

Ecig Flavour.com Ltd is a specialist, dedicated manufacturer with a controlled database of risk-assessed pure substances. This permits secure introduction of new flavourings - the majority of flavouring types can be made from the databased substances, and a control system is in place if a Design Brief involves the adoption of a new raw material.

Our flavourings are explicitly designed for vaping with regulatory and risk-assessment compliance and disclosure. There is not the risks associated with more general food flavourings, or flavourings sourced from other regulatory regimes outside the Tobacco Products Directive 2014/40/EU and the UK Tobacco & Related Products Regulations 2016. Full Technical Specifications and Hazard Status reports are available on each flavouring and component substance.

Ecig Flavour.com Development Resources

Technical team of 4, including senior flavourist

Analytical team of 2, plus external GCMS analytical laboratory

Third-party Vaping Development Consultancy

Recent Case Studies

- Vaping taste-matched range of tobaccos, menthols to replace Chinese origin e-liquids, eliminating non-compliant materials
- Range matched to McDonald's milkshake/smoothie types
- Recipe flavourings with a summer theme: Blackcurrant, Blueberry and Yoghurt, Pomegranate, Lemon and Lime, Cream, Caramel and Pineapple, Menthol and Aniseed
- Two entire ranges formulated for high VG e-liquids, exclusive to a branded corporate client, licensed by our Vaping Development Consultant
- Successful new Ecig Flavour.com standards arising from trend research e.g. Strawberry Milkshake (like 'Mother's Milk'); Minted Fruit (like 'Heisenberg')
- Development of new 'bakery' building-blocks to facilitate the development of USA-style flavourings but within UK/EU regulatory compliances – Doughnut; Danish Pastry; Cake Batter; Biscuit Digestive/Graham Cracker; Cookie.

Further Information can be found on our web-site at the following link, where development and sample enquiries can be made [Products / eCig Flavour](#) and [Enquiries / eCig Flavour](#)

www.ecigflavour.com

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