

# VAPE

## CATEGORY GUIDE



POWERED BY  
**AQUAVAPE**

18+



## Contents

## Page

### Information / Planograms

Nielsen Data	2 - 3
Lumina Intelligence Vape Consumer Monitor	4 - 5
Display Unit Tips	6 - 7
Planograms For Your Store	8 - 13
Important Information	14
Tobacco Vape Bill	15
New Regulations and Vape Tax	16 - 17
Retailers Legal Obligation	18
How To Spot An Illegal Vape	19
What You Can Display In-store	20
Must-Stock Categories	21

### Legal Big Puffs/Pod Kits

SKE Pro 600	- Pod Kit	22
Lost Mary BM600	- Pod Kit	23
Elfbar 600	- Pod Kit	24
IVG 2400	- Multi Pods	25
Hayati Pro Max+	-(2ml + Refill)	26
Hayati Pro Ultra+	-(2ml + Refill)	27
Lost Mary BM6000	-(2ml + Refill)	28
IVG Pro 12	-(2ml + Refill)	29
Lost Mary Nera 30K	-(2ml + Refill)	30
SKE CL6000	-(2ml + Refill)	31
Elf Bar Plus 50K	-(2ml + Refill)	32
IVG XL35	-(2ml + Refill)	33
Higo BB4000	-(2ml + Refill)	34

### Devices

Refillable Pod Kits	35
---------------------	----

### E-Liquids

Regular E-Liquid / Nic Salt E-Liquid	36 - 37
--------------------------------------	---------

### Nicotine Pouches

38
----

# 2025 Vape Market Data: The Key Trends Shaping Sales

## From Nielsen IQ Discover & Aquavape Sales Data

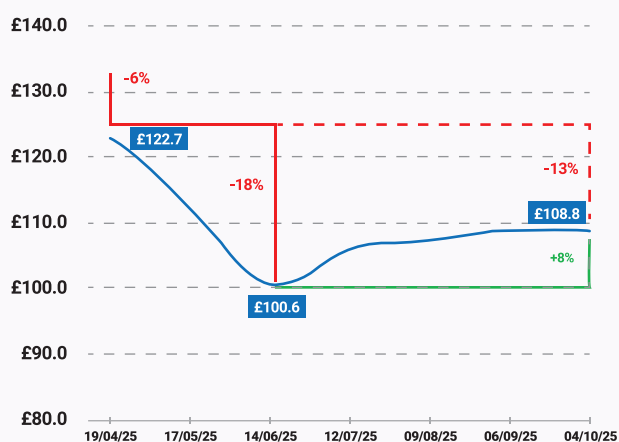


### Category Recovery Since the Disposable Ban

The total retail sales value across the UK vape category showed a **13%\*** dip after the disposable ban, but by early October it had already recovered by **8%\***. This shows the vape category is bouncing back quickly.

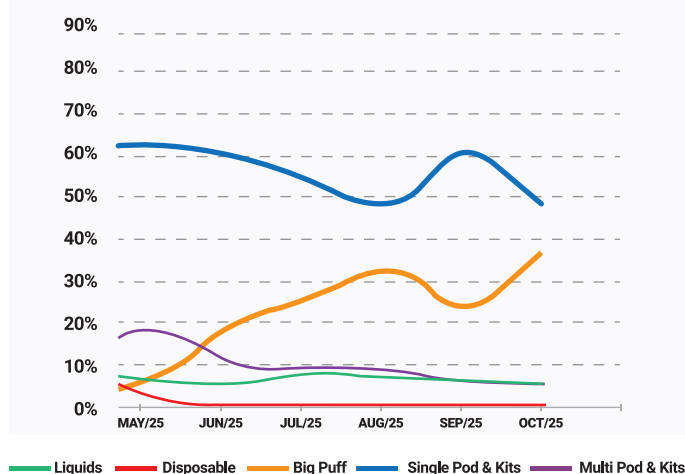
This growth has been driven by shoppers switching to the likes of big puffs where value for money remains a major incentive.

52-week retail sales value to WE 4th October 2025 = ~£1.53 Bio



\*Nielsen IQ Discover - Total Coverage (November 2025)

Top 5 Sub-Categories Based on AQL Sales Out Data



#### Single Pod Kits

now the strongest performing format with SKE 600 Pro leading the way (according to AQL sales data). Peaking at **60%** total sales share\*\* (in September 2025) since the disposable ban.



#### Big Puffs (2ml + refill devices)

Growing rapidly and accounting for almost **40%** total sales share\*\* in October 2025.



#### Multi-pod Kits

Settling at around **5%** total sales share\*\* in October 2025. This format still holds a strong category share so retailers should still provide a solid range of best-sellers.



#### E-Liquids

Also in line with multi-pod kits, at **5%** total sales share\*\*, however this format remains an essential part of the vape category with more users opting for refillable pod kits and using their own e-liquid.

\*\*Aquavape Sales Data November 2025 (Source: AQL Planufac)

**NOW is a good time for retailers to review their stock and consider expanding their 2ml+refill range!**





# Top Performing Products Since the Disposable Ban

\*Nielsen IQ Discover – Total Coverage (November 2025)

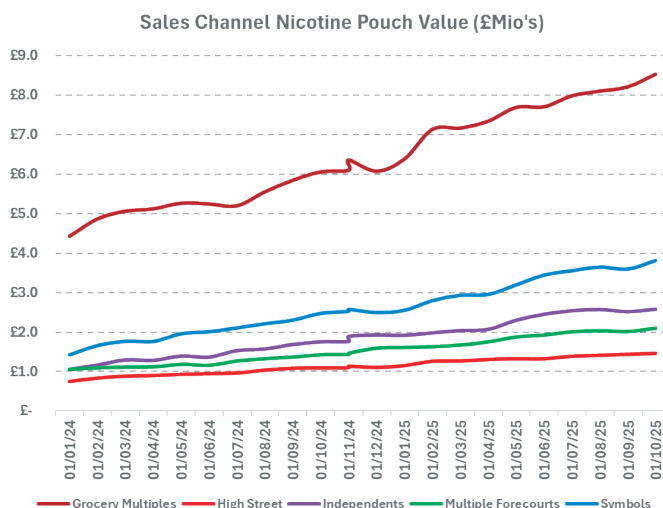


## Nicotine Pouch Top Brands – Total Coverage Value %



Across the total market, these three nicotine pouch brands account for the majority of value sales, making them key lines to stock. VELO is leading the category with Nordic Spirit and FUMI following suit.

Nicotine pouch sales are rising across ALL sales channels, with Grocery Multiples seeing the biggest growth, followed by Symbols, Independents and Multiple Forecourts (in order).



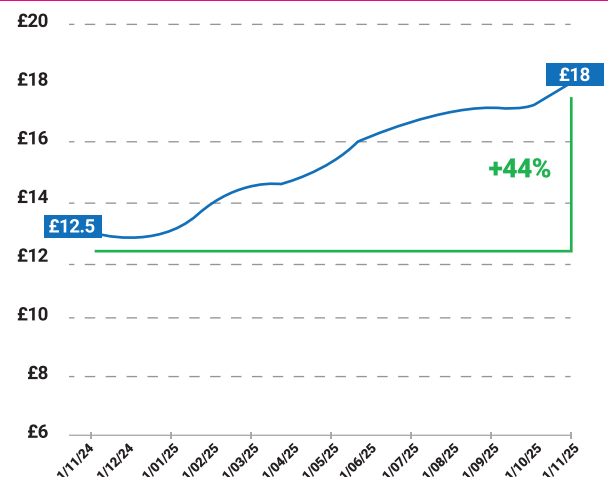
\*Nielsen IQ Discover –Total Coverage (November 2025)



## Nicotine Pouches are on the Up!

Nicotine pouch value sales have seen a **44% growth over the last 52 weeks (1/11/24 – 1/10/25)\***

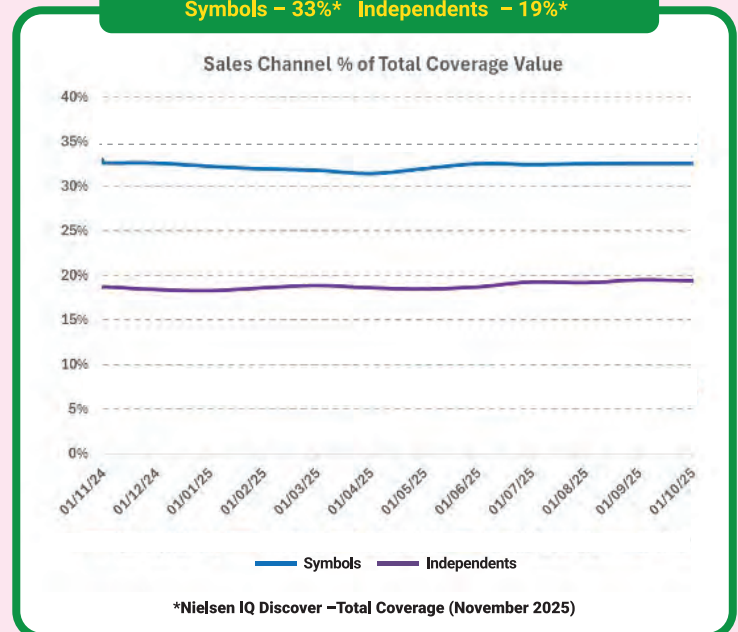
52-week retail sales value to WE 4th October 2025 = ~£1.53 Bio



## Sales Channel Performance

Symbols and Independents performing well in total coverage value share.

**Symbols – 33%\* Independents – 19%\***



\*Nielsen IQ Discover –Total Coverage (November 2025)

## Key Insights on the Impact of the Ban

**2/3**

Two in three consumers are now fully aware of the ban



Switching to reusable vapes has proven to be the most popular choice



Two in five users still report buying disposables in convenience stores post-ban

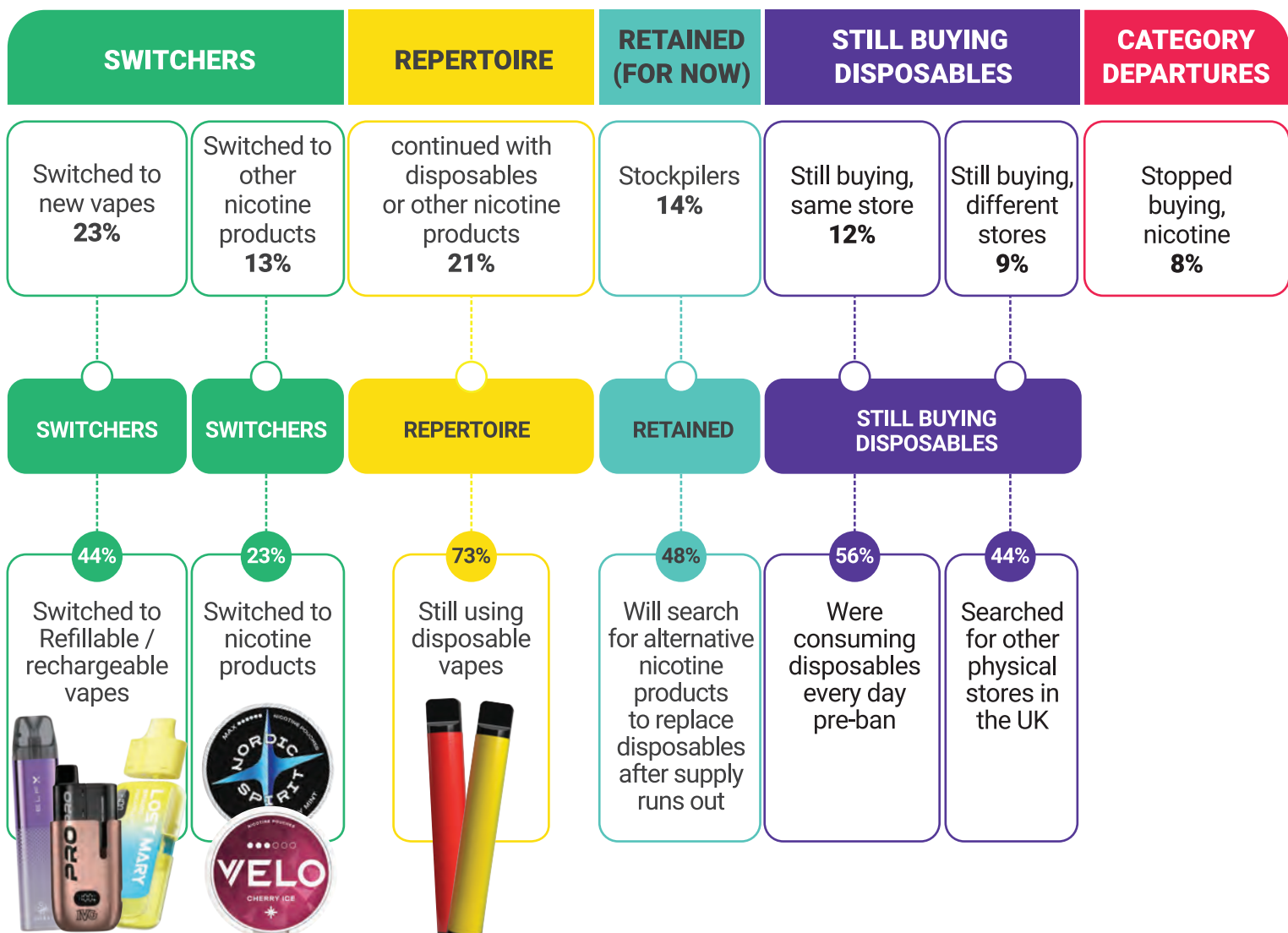


Value for money is a major driver of switching



One in four switchers have sought nicotine pouches

## How has disposable vape shopper behaviour changed?



## 4 Things to Communicate to Consumers



### **Familiarity and Continuity**

Reassure customers about the availability of single pod kits, which mirror disposables in look and feel, offering a like-for-like alternative.



### **Ease of Use and Reusability**

Explain how to use and refill new kits clearly. Helping customers understand proper reuse and disposal builds confidence and encourages responsible use.



### **Value for Money**

Highlight the cost advantage of reusables. Over time, refillable systems deliver better value compared to single-use products.



### **Convenience and Accessibility**

Make it clear that refillable kits and pods are easy to buy, simple to use, and deliver the same satisfaction as disposables, just with longer-lasting value.

## 4 Things Retailers Should Focus On



### **Compliance with Legislation**

Retailers, especially convenience stores, should make sure their teams fully understand the legal requirements around continued vape sales. Staying compliant with current rules is essential for protecting your business and customer trust.



### **Consumer Education at Point of Sale**

Encourage active conversations with shoppers about new compliant vape products. Staff should guide customers toward next-generation devices and explain how they work, using simple, clear messaging at the counter and on POS displays.



### **Visibility and Merchandising of Alternatives**

Ensure refillable devices and pods are clearly displayed together to steer shoppers toward proper use. Plan displays so that consumers can easily identify which pods fit which device.



### **Stockpilers Will Look for Alternatives**

Expect an increase in demand as stockpilers return to stores. Many will be open to switching to refillable kits or nicotine pouches, presenting a valuable opportunity to retain customers in the category.



# HOW TO BUILD AN EFFECTIVE VAPE DISPLAY



**YOUR DISPLAY IS NOW MORE IMPORTANT THAN EVER**



Scan To Watch  
The Video Walkthrough



With disposables off the shelves, clear and up-to-date display units are key to helping customers understand their options and find a like-for-like alternative.

Below is an example of our 2m back-of-wall planogram which includes best-selling brands to help boost sales such as;



## BUDGET FRIENDLY DEVICES STARTER KITS & E-LIQUIDS

## A SELECTION OF BIG-PUFFS 2ML+REFILL & MULTI-PODS



1



Like-for-like disposable alternatives positioned left and centre which will be the first thing the customer sees.

2



Kits should be accompanied by their compatible pods/refills.

3



A few popular easy open pod systems positioned next to a range of popular e-liquids (Elfliq + Elux) which encourage a 'top-up' purchase.

4



Multi-buys to encourage higher basket spend.

5



Shelf labels help customers navigate the category better and spot any available deals.



# Stock The Best Range With Our Planograms

Free-Standing Shopfloor - 500

NEW 2025  
COMPLIANT RANGE  
PLANOGRAM



HOW IT CAN  
LOOK IN THE  
STORE

POWERED BY  
**AQUAVAPE**

Note Image Is For Visual Purpose Only

## Free-Standing Shopfloor - 1m



## HOW IT CAN LOOK IN THE STORE

Note Image Is For Visual Purpose Only

# NEW 2025 COMPLIANT RANGE PLANOGRAM



# Stock The Best Range With Our Planograms

Free-Standing Shopfloor - 2m



NEW 2025  
COMPLIANT RANGE  
PLANOGRAM



HOW IT CAN  
LOOK IN THE  
STORE

Note Image Is For Visual Purpose Only

POWERED BY  
AQUA VAPE

# Stock The Best Range With Our Planograms

## Back Of Wall - 500



**NEW 2025  
COMPLIANT RANGE  
PLANOGRAM**



# Stock The Best Range With Our Planograms

Back Of Wall - 1m



NEW 2025  
COMPLIANT RANGE  
PLANOGRAM



HOW IT CAN  
LOOK IN THE  
STORE

Note Image Is For Visual Purpose Only

POWERED BY  
AQUAVAPE

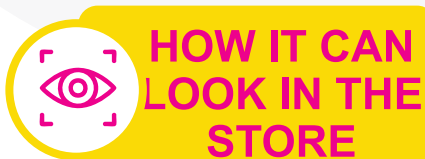


# Stock The Best Range With Our Planograms

Back Of Wall - 2m



NEW 2025  
COMPLIANT RANGE  
PLANOGRAM



Note Image Is For Visual Purpose Only



POWERED BY  
**AQUA VAPE**



# IMPORTANT INFORMATION

We recommend keeping refills in stock for every kit you sell.  
This keeps customers coming back and encourages repeat purchases.

Replacement Pod

Refill Container

Single Replaceable 2ml Pod

Holds Multiple Pods

## What Makes A Vape Post Ban Compliant?



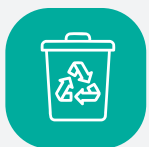
**Refillable:** The product must contain a 2ml container/tank that can be refilled or replaced.



**Rechargeable:** The product must feature a re-chargeable battery.



**Replaceable:** The product must feature a coil that can be replaced (can be included as part of a 2ml replaceable tank).



### Single Use

Typically offering up to 1000 puffs.

## What is not post Ban Compliant?

### Key Features of Disposable Vapes

- Pre-Filled E-Liquid with no refilling.
- Pre-Charged Battery that is not rechargeable.
- Once empty, the device is disposed of entirely.



## PENALTIES



### Fixed Penalty Notice

Businesses found violating the law may receive Fixed Penalty Notices (FPN), with a fine of £200, reduced to £100 if paid within 28 days.



### Stop Notice

If a business persists in selling non-compliant products, Trading Standards can issue a stop notice, ceasing activities like the sale of vaping products until the business meets regulatory requirements.

# TOBACCO & VAPES BILL

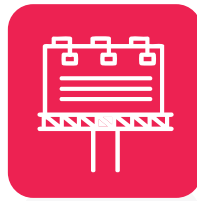
## To Be Confirmed

### The Tobacco and Vapes Bill Summary



#### Age Restrictions:

Bans the sale and free distribution of vaping and nicotine products to under-18s.



#### Advertising Restrictions:

Prohibits out-of-home advertising (e.g., public transport, billboards, leaflets) and sponsorships for vaping and nicotine products.



#### Product Standards:

Grants powers to regulate flavours, packaging, and product standards for vaping and nicotine products.



#### Display Regulation:

Allows regulation of in-store displays of vaping and nicotine products.



#### Vending Machines:

Bans vending machines for vaping and nicotine products.



#### Registration and Licensing:

Introduces a new registration scheme for all vaping, nicotine, and tobacco products, replacing MHRA Notification, and creates a retail licensing scheme.



#### Smoke-Free Areas:

Extends smoke-free laws to include vaping and heated tobacco products in specified areas.

2026

#### Implementation Timelines:

Ban on vending machines for vaping and nicotine products (six months after Royal Assent).

2027

#### Implementation Timelines:

Restrictions on advertising, sponsorships, product standards (flavours, packaging, and displays) come into effect.



# VAPING PRODUCTS DUTY & STAMPS SCHEME

## WHAT RETAILERS AND WHOLESALERS NEED TO KNOW



### A major regulatory change is coming to the UK vaping market.

From **1st October 2026**, the Government will introduce a new **Vaping Products Duty (VPD)** on all vaping liquids — including nicotine-free products. Alongside this, every retail unit will need to carry a visible **Vaping Duty Stamp**, confirming that the correct duty has been paid.



These changes bring vaping products into line with other excise goods such as alcohol and tobacco, and are designed to ensure traceability, fairness, and responsible retailing.

### What This Means for Retailers and Wholesalers



All vaping liquids and prefilled pods sold in the UK must carry an Official HMRC-approved duty stamp by April 2027.



The stamp will show that **£2.20 per 10ml** of duty has been paid.



Unstamped products will be **illegal to sell** after the transition period ends.



Retailers and wholesalers should ensure that all suppliers are **registered and compliant** under HMRC's new schemes.

### Aquavape's Commitment

At Aquavape, we are already taking every step to ensure our partners remain compliant and confident throughout this transition. We are:



**Registering early** for HMRC's new approvals and duty stamp schemes.



**Upgrading our packaging** to include secure, tamper-evident HMRC stamps.



**Implementing digital traceability systems** across our supply chain



**Educating retailers and wholesalers** through regular updates and resources

When you buy from **Aquavape**, you can be assured that every product is **fully compliant, traceable, and duty-paid**. Our priority is to keep your business protected — and your customers supplied as the vaping industry moves into a new, regulated era.

# VAPING PRODUCTS DUTY:

## WHAT HAPPENS AND WHEN



Save The Date



Key Milestone



Action To Take



**OCTOBER  
2025**

**HMRC  
Countdown  
Begins**

**Businesses  
Urged To  
Prepare**



**APRIL  
2026**

**Registration  
Opens**

**Manufacturers  
& Importers Apply  
For Approval**



**1st OCTOBER  
2026**

**Duty  
Takes Effect**

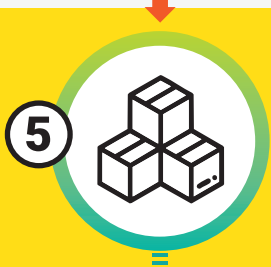
**Vaping Products Duty  
(£2.20 per 10ml)  
Starts**



**1st OCTOBER  
2026**

**Stamps  
Introduced**

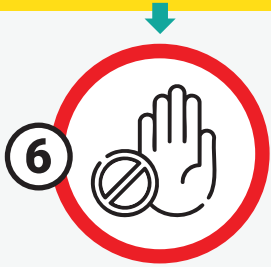
**Products Manufactured  
From This Date Must  
Carry HMRC Vaping  
Duty Stamps**



**31st MARCH  
2027**

**Grace  
Period Ends**

**Unstamped Stock  
Must Be Cleared**



**1st APRIL  
2027**

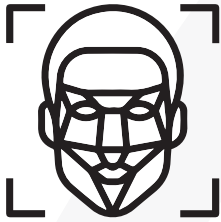
**Full  
Enforcement**

**Illegal To Sell  
Unstamped  
Products In Uk**

**Aquavape** – Ensuring full compliance with HMRC's new vape duty regulations.  
Trusted by retailers and wholesalers nationwide.



# RETAILERS LEGAL OBLIGATIONS



The UK's Challenge 25 policy mandates that retailers verify the age of anyone who appears under 25 before selling age-restricted products like vape items.

AI solutions like AgeAi, now approved by Peterborough Trading Standards, provide robust, real-time age estimation to support staff in verifying customer age.

AgeAi helps to:

- Reduce confrontation around ID checks
- Streamlines age verification by automating refusal records
- Ensures compliance without compromising customer satisfaction



Proxy sales, where adults purchase age-restricted items such as vape products on behalf of minors, are a significant concern for retailers committed to responsible sales practices.



The UK government has announced a new excise duty on vaping products, set to take effect from **1st October 2026**

**Tax Details:**

**Rate: A flat duty of £2.20 per 10ml of e-liquid** will be imposed, applying to all vape liquids, including nicotine-free ones.



**VAPE RECYCLING**

Effective from early 2024, a new law was introduced that replaces the previous Distributor Takeback Scheme for vapes.

Retailers must offer recycling options, either on a one-for-one basis (accepting used vapes when a new one is purchased) or via in-store collection bins.

- Store collected vapes securely in a dedicated container to prevent fire risks.
- Do not dispose of vapes in general waste—use a registered WEEE recycler.  
Keep in a cool, dry place away from flammable materials.
- Arrange for disposal through a WEEE-compliant recycling company.
- Maintain waste collection and recycling records for at least 4 years.



Stores must only sell vape devices that have MHRA approval. See our how to spot an illegal vape guide for further information.

# HOW TO SPOT AN ILLEGAL VAPE



As a retailer, stocking the right vape products is crucial to staying competitive, especially with the recent surge of customers purchasing illegal vapes.

To combat the surge of illegal vapes, retailers should upgrade their next-gen inventory with a range of legal big puff devices. They offer a high puff count, versatility and an extended vape experience, whilst giving retailers a high profit margin.

## DON'T JEOPARDISE YOUR REPUTATION!

If you are caught selling illicit vapes, your reputation will be damaged and Trading Standards can fine you or stop your shop from operating completely. It is NOT worth the risk.



### Nicotine Strength

Illegal vapes may have a nicotine level higher than 20mg/ml.



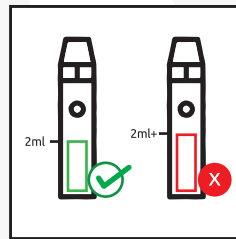
### Packaging

Illegal vapes may have poor quality packaging, such as low-resolution photos or labels. The packaging may also lack required nicotine warnings and a full ingredient list.



### Legal Requirements

All legal vapes are marked with the kite mark and have the CE sign – this shows they meet the legal requirements.



### 2ml Tanks

Vape tanks larger than 2ml are illegal. The law allows a maximum of 2ml per tank. However, devices with a 10ml refill container are legal.



### Health Warnings

Health warnings must cover 30% of the front and back of the pack.



### MHRA

Be registered with the MHRA and listed on its website. Scan QR code to check.



Reputable manufacturers do make legal products that are imported illegally into the UK. Because of the UK's strict regulations, these are considered illegal.

# WHAT YOU CAN DISPLAY IN-STORE?



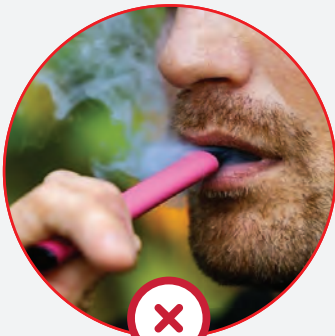
**Posters and leaflets inside the store are allowed.**

**Factual product info, such as:**

Product names, flavours, nicotine strength  
Ingredients, usage instructions, warnings  
Prices, including multi-buy offers like

**"2 for £10"** (if presented plainly, not as a limited-time deal)

## What You Cannot Display In-Store



**No Health Claims**  
(e.g. "safer than smoking")



**No "limited time offer"**  
language



**No lifestyle imagery**  
celebrity endorsements, or  
flashy designs that enhance appeal

**Avoid anything that could indirectly promote a nicotine brand**  
(e.g. advertising a non-nicotine product using nicotine branding)



# MUST-STOCK CATEGORIES



## Single Pods

Pod systems offer convenience, value, and choice, with a rechargeable pod system allowing for either refillable or prefilled pods, providing a like-for-like experience similar to disposables.

**Brand familiarity and compact size sells in this category.**



## Multi-Pods

Multi-pod devices house more than one 2ml pod at a time and often features a revolving pod system which allows users to switch flavours at any time.

**Popular flavours and puff value sells in this category.**



## 2ml + Refill

2ml+refill devices feature a standard 2ml pod, along with a replaceable refill container (maximum 10ml per container) which provides users with more puffs.

**Popular flavours and puff value sells in this category.**



## E-liquids

Offering a vast array of choices for your shelves from nicotine salts to regular liquids and shortfills.

With a wide range of nicotine strengths and flavour combinations available.

**Flavour variety and versatility sells in this category.**



## Nicotine Pouches

They present an opportunity to reach a wider demographic of vape customers at different stages of their quitting journey. For customers who want a discreet, vapour-free experience where vaping isn't allowed.

**Convenience and portability sells in this category.**



# POD KIT



**LIKE-FOR-LIKE  
DISPOSABLE  
ALTERNATIVE**

**DISPOSABLE  
VERSION**



**SKE 600 DISPOSABLE**

**600 PUFFS**

**RECHARGEABLE**

**REPLACEABLE PODS**



**SKE 600 PRO**

**600 PUFFS**

**RECHARGEABLE**

**CHANGE FLAVOURS**

**SAME TASTE**

**SAME LOOK & FEEL**



**2ml Pod**



**20mg Nicotine**



**600 Puffs**



**400mAh**



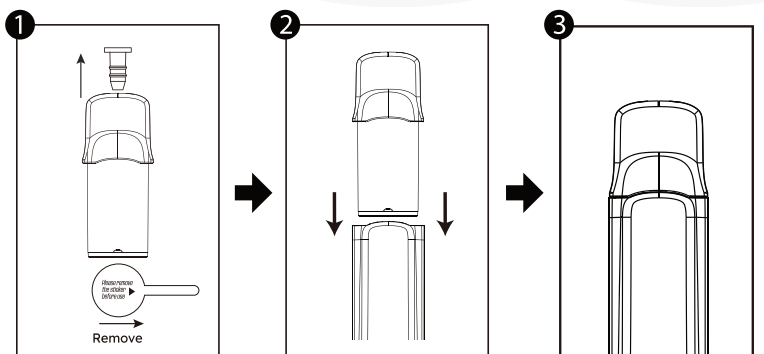
SKE 600 Pro is a perfect transition from the SKE Crystal Disposable, offering the exact same 600 puff experience. Users won't be missing the taste from their favourite disposable anymore, because SKE has delivered the SAME taste with the SAME bold flavours your customers know and love.

Featuring 2ml pods available to purchase separately and a rechargeable battery. Users can even change flavours with a range of replacement pods available in the flavours they're familiar with from the disposable range.

## TOP 5 SELLERS

1. LEMON & LIME
2. CHERRY ICE
3. BLUE RAZZ LEMONADE
4. BLUEBERRY SOUR RASPBERRY
5. WATERMELON ICE

## INSTRUCTIONS FOR USE



1. Take the pod out of its packaging first, then pull out its silicone plug and remove bottom sticker.

2. Insert the pod into the device, ensuring it slots in securely with the help of magnets.

3. Once the pod is properly inserted, it is ready for use.





# POD KIT

## LOSTMARY BM600 PREFILLED POD

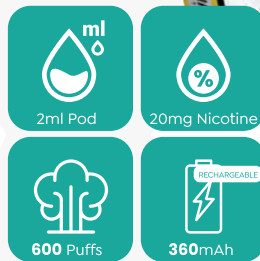
**LIKE-FOR-LIKE  
DISPOSABLE  
ALTERNATIVE**

**DISPOSABLE  
VERSION**



**LOST MARY BM600  
POD KIT**

600 PUFFS	✓
RECHARGEABLE	✓
REPLACEABLE PODS	✓
SAME TASTE	✓
SAME LOOK & FEEL	✓



**16 FLAVOURS**

The Lost Mary BM600 Prefilled Pod Kit brings the same iconic flavour, bold taste, and smooth vaping experience as the popular Lost Mary BM600 disposable.

Designed for convenience, it offers 600 puffs per pod, a rechargeable battery, and 2ml replaceable pods filled with the SAME great flavours users know and love. With a familiar design and packaging, this kit makes transitioning from disposables easy.

### TOP 5 SELLERS

1. PINEAPPLE ICE
2. STRAWBERRY ICE
3. BLUEBERRY SOUR RASPBERRY
4. DOUBLE APPLE
5. TRIPLE MANGO

### INSTRUCTIONS FOR USE



**1**

Remove Silicon Plug from on top of the pod.

**2**

Peel the sticker off from bottom of the device.



**3**

Once finished with the pod, you can replace with combination of flavours available.

When the battery is low or flat recharge the battery with USB Type C.



# POD KIT



**ELF BAR**  
600 PREFILLED POD KIT

**LIKE-FOR-LIKE  
DISPOSABLE  
ALTERNATIVE**

**DISPOSABLE  
VERSION**



**ELFBAR DISPOSABLE**

600 PUFFS ✓

RECHARGEABLE ✗

REPLACEABLE PODS ✗

**NEW ELFBAR 600**

600 PUFFS ✓

RECHARGEABLE ✓

REPLACEABLE PODS ✓

SAME TASTE ✓

SAME LOOK & FEEL ✓

2ml Pod

20mg Nicotine

600 Puffs

500mAh

**17 FLAVOURS**

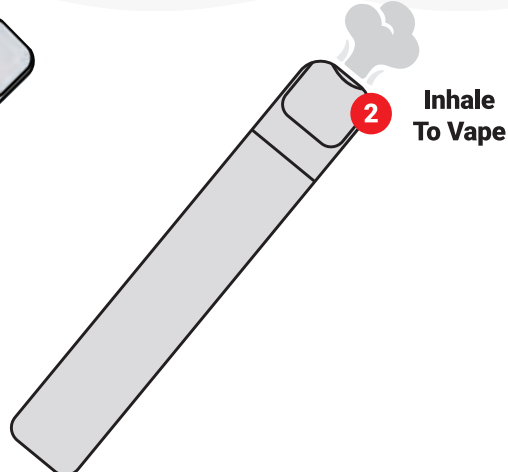
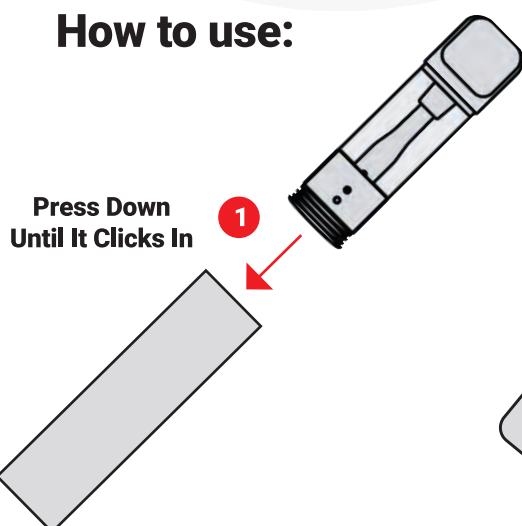


Elf Bar 600 Prefilled Pod Kit is a perfect transition from the well-loved Elf Bar 600 V1 disposable, offering the exact same 600 puff experience. Users won't be missing the taste from their favourite disposable anymore, because Elf Bar has delivered the SAME taste with the SAME bold flavours your customers know and love.

This like-for-like alternative features 2ml pods available to buy separately, 20mg nicotine strength, and a rechargeable battery. Users can even change flavours with a range of replacement pods available in the flavours they're familiar with from the disposable range.

## INSTRUCTIONS FOR USE

### How to use:



## TOP 5 SELLERS

1. WATERMELON
2. BLUEBERRY
3. BLUEBERRY SOUR RASPBERRY
4. BLUE RAZZ LEMONADE
5. STRAWBERRY RASPBERRY CHERRY ICE

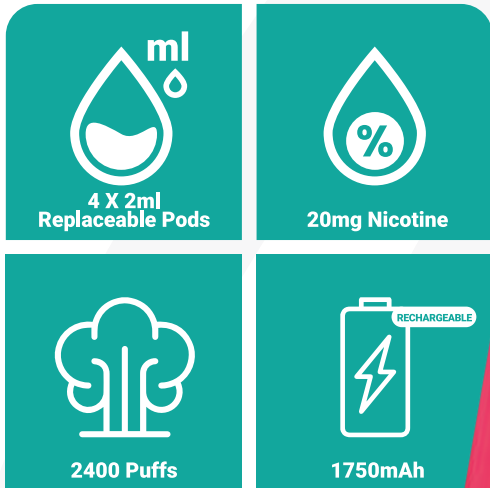


# MULTI PODS

Top of the market

# IVG®

2400



30 EDITIONS



## TOP 5 SELLERS

Blue Edition  
Purple Edition  
Red Edition  
Special Edition  
Pink Edition

TPD  
COMPLIANT

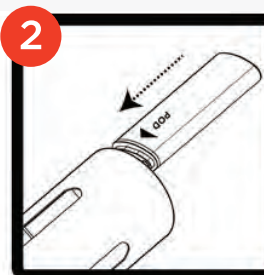
LEGAL BIG PUFFS  
PODS

IVG houses four separate 2ml pre-filled pods in a revolving system which allows users to switch flavours seamlessly. Each pod has a built-in coil and is replaced when users purchase a new pack of pods, ensuring continued use without waste. With a rechargeable 1500mAh battery and USB-C charging, it offers a long-lasting, cost-effective vaping experience.

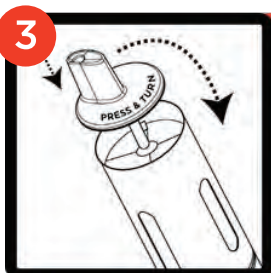
## INSTRUCTIONS FOR USE



**1** PRESS & TURN  
ANTI-CLOCKWISE  
TO OPEN.



**2** INSERT ALL 4  
PODS WITH  
ARROWS FACING  
DOWN.

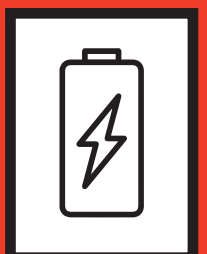


**3** PRESS & TURN  
CLOCKWISE  
TO CLOSE.



**4** TWIST TO  
CHANGE POD.

ONCE POD EXPIRES  
BUY REPLACEMENT  
PODS



WHEN THE  
BATTERY IS LOW  
OR FLAT  
RECHARGE THE  
BATTERY WITH  
USB TYPE C.

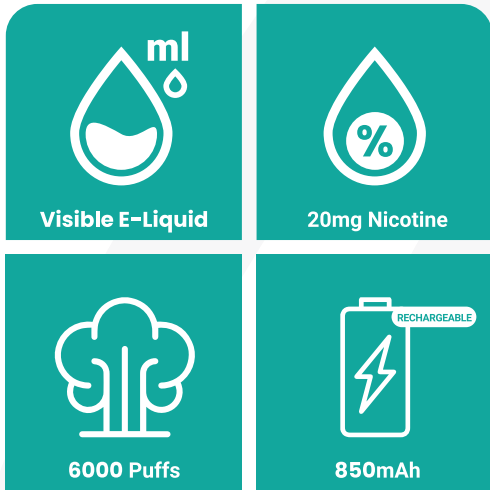


# BIG PUFFS

Top of the market



2ml + Refill



31 FLAVOURS



## TOP 5 SELLERS

BLUE RAZZ CHERRY  
BLUE RAZZ LEMONADE  
PINEAPPLE ICE  
STRAWBERRY KIWI  
ICE POP

TPD  
COMPLIANT

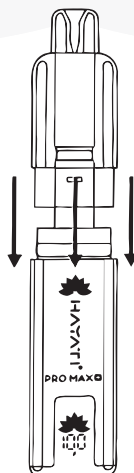
LEGAL BIG PUFFS  
BOTTLE

The Hayati Pro Max+ offers up to 6000 puffs with a powerful 850mAh rechargeable battery, a 2ml pod and a 10ml auto-refill cartridge for longer-lasting use. Preloaded with 20mg nic salt and featuring mesh coil tech and an LED screen, it delivers smooth, consistent flavour with every draw. This is an ideal option for ex-disposable users, offering the same ease, satisfaction and draw-activation in a compliant, refillable format.

## INSTRUCTIONS FOR USE

1 PUSH

2 READY TO USE



# BIG PUFFS

Top of the market

2ml + Refill



 E-Liquid	 20mg Nicotine
 25000 Puffs	 850mAh

**31 FLAVOURS**



## TOP 5 SELLERS

BLUE RAZZ PINEAPPLE  
LEMON & LIME  
BLUE SOUR RASPBERRY  
KIWI GRAPE RASPBERRY  
WATERMELON ICE

TPD  
COMPLIANT

LEGAL BIG PUFFS  
BOTTLE

The Hayati Pro Ultra+ offers up to 25,000 puffs, featuring a powerful 850mAh rechargeable pure cobalt battery. It includes two 2ml pods and dual 10ml auto-refill cartridges ensuring maximum longevity. Equipped with 20mg nic salt and cutting-edge mesh coil technology, it delivers smooth MTL vaping and consistently rich flavour. A perfect long-use alternative to disposables, this draw-activated, refillable kit helps users switch easily.

## INSTRUCTIONS FOR USE



# BIG PUFFS

Top of the market

2ml + Refill

# LOST MARY

BM6000



Visible E-Liquid



20mg Nicotine



6000 Puffs



650mAh

15 FLAVOURS



## TOP 5 SELLERS

Pineapple Ice  
Blueberry Sour Raspberry  
Strawberry Ice  
Grape  
Blueberry

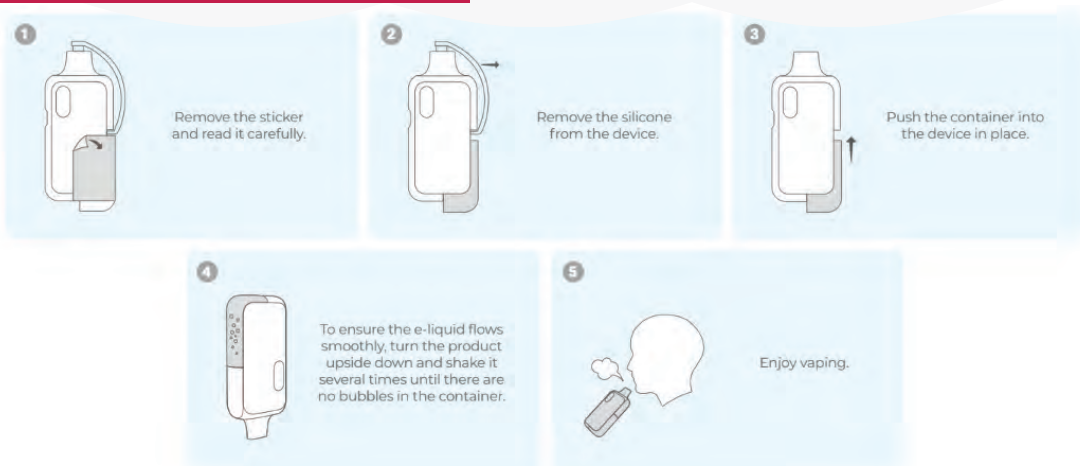
TPD  
COMPLIANT

LEGAL BIG PUFFS  
BOTTLE

This device features a replaceable 2ml tank with a built-in coil and a replaceable 10ml refill container with a visible e-liquid level, allowing users to easily monitor their remaining e-liquid before a replacement is needed.

The device also has a power display screen that shows real-time battery status and usage information, giving users confidence in how much charge remains and when it's time to recharge.

## INSTRUCTIONS FOR USE



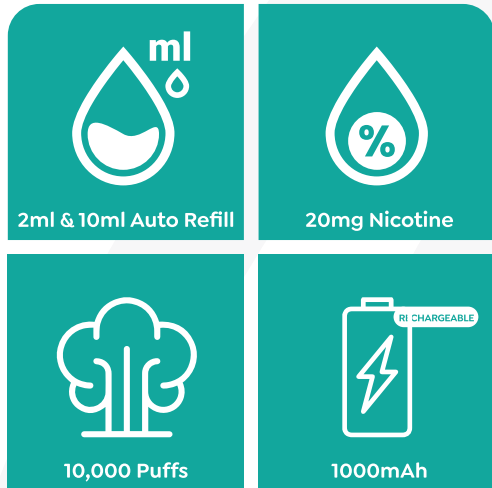


# BIG PUFFS

2ml + Refill



IVG PRO 12



20 FLAVOURS



## TOP 5 SELLERS

Blue Raspberry Ice  
Fizzy Cherry  
Lemon Lime  
Pineapple Ice  
Strawberry Watermelon

TPD  
COMPLIANT

LEGAL BIG PUFFS  
REFILL

This device features a prefilled 2ml pod combined with a 10ml refill container, allowing for a smooth refill. Its mesh coil technology ensures consistent vapour production and optimal performance from the first puff to the last.

Powered by a built-in 1000mAh battery, the IVG Pro 12 supports up to 10,000 puffs and is inhale-activated, eliminating the need for buttons or settings.

## INSTRUCTIONS FOR USE

1. Align the pod and refill container connectors.



2. Press the pod and refill container together until they click.



3. Insert the connected pod and refill container into battery.



4. Auto-refill feature is now activated and ready to use.



ONCE POD EXPIRES BUY REPLACEMENT PODS

# BIG PUFFS

Top of the market

2ml + Refill

## LOST MARY NERA30K



2ml Pod  
+10ml Refill



20mg Nicotine



30,000 Puffs



800mAh

31 FLAVOURS



### TOP 5 SELLERS

BERRY EDITION

BLUEBERRY SOUR RASPBERRY

CHERRY EDITION

PINEAPPLE ICE

STRAWBERRY ICE

TPD  
COMPLIANT

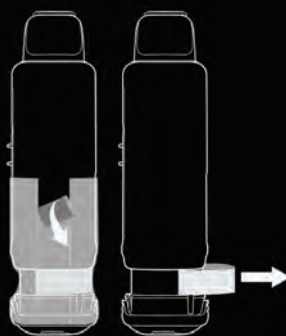
LEGAL BIG PUFFS  
BOTTLE

A kit like no other, the Nera 30K combines two 2ml pre-filled pods with two 10ml auto-refill containers, delivering up to 30,000 puffs in total. Designed for regular users who want long-lasting performance, the device also offers long-term value for money with its easy refill packs. Users can also customise how they vape, with three selectable power modes: Eco Mode for the longest battery life. Normal Mode for a balanced draw. Boost Mode for maximum vapour and flavour. Ideal for retailers looking to offer a long-lasting, compliant alternative that keeps customers satisfied and coming back.

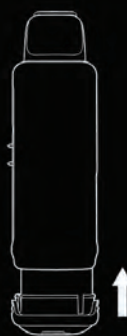
### INSTRUCTIONS FOR USE



① Remove all the packaging.



② Remove the film and the part that keeps the pod and the refill container base apart.



③ Push in the refill container base until you hear a click.



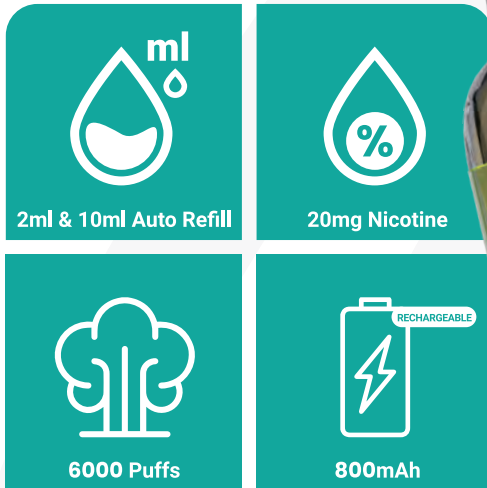
④ Remove the silicone plug, connect the pod to the device, and vape.

# BIG PUFFS

Top of the  
market

2ml + Refill

**SKE**  
CL6000



**20 FLAVOURS**



## TOP 5 SELLERS

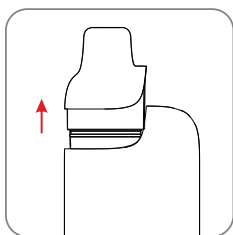
Blueberry Sour Raspberry  
Lemon & Lime  
Cherry Ice  
Blue Razz Lemonade  
Strawberry Burst

**LEGAL BIG PUFFS  
TANK**

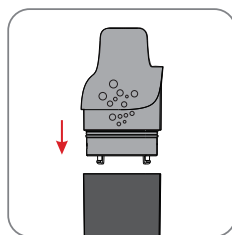
The compact, user-friendly design of the SKE Crystal CL6000 makes it ideal for everyday use. This device features a 2ml pre-filled pod and a 10ml refill container, making it quick to assemble and convenient for long-lasting use.

Equipped with a rechargeable 800mAh battery, offering up to 6000 puffs and inhale-activated for an effortless experience. Its dual mesh coil technology enhances vapour output and ensures a smooth, consistent MTL draw.

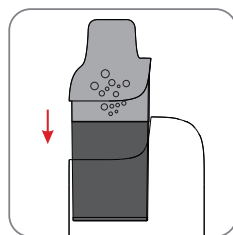
## INSTRUCTIONS FOR USE



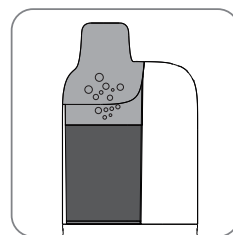
**1** Remove nozzle



**2** 2mL pod and 10mL E-liquid Bottle assembled



**3** Slide the assembled container into the device's groove



**4** Ensure smooth. Before refilling, first use wait for fume oil to hold full storage oil cotton



**5** Enjoy vaping

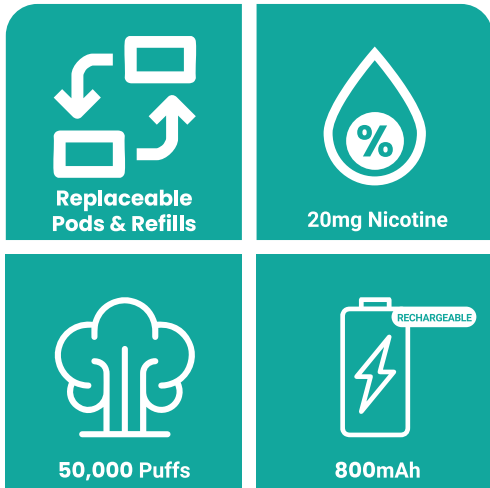


# BIG PUFFS

Top of the market



2ml + Refill



15 FLAVOURS



## TOP 5 SELLERS

BLUE EDITION  
JUICY EDITION  
PURPLE EDITION  
LEMONADE EDITION  
CHERRY EDITION

TPD  
COMPLIANT

LEGAL BIG PUFFS  
BOTTLE

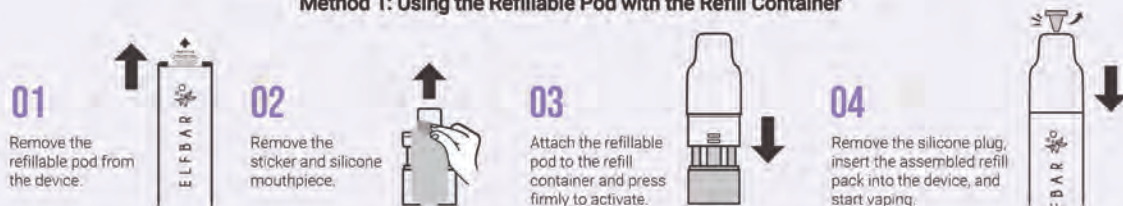
The ELFBAR Plus 50 is a unique 2ml + refill device. Each kit includes three prefilled pods, each paired with an 8ml refill container, allowing customers to make the most out of their device. The simple click-to-fit design makes top-ups quick and mess-free, while the 800mAh rechargeable battery with USB-C charging ensures reliable performance throughout the day. Available in both dual-flavour and single-flavour refill packs, the Elf Plus 50 offers a convenient option for both casual and regular vape customers.

## INSTRUCTIONS FOR USE

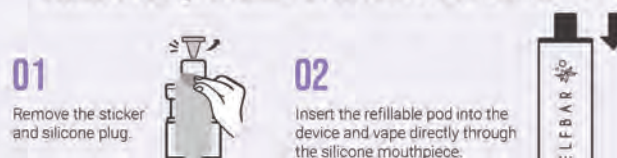
### Quick Setup, Smooth Use

With a refillable pod and refill container, the refill pack is designed for convenient use, ensuring minimal setup and quick activation for a hassle-free experience.

#### Method 1: Using the Refillable Pod with the Refill Container



#### Method 2: Using the Refillable Pod Without the Refill Container



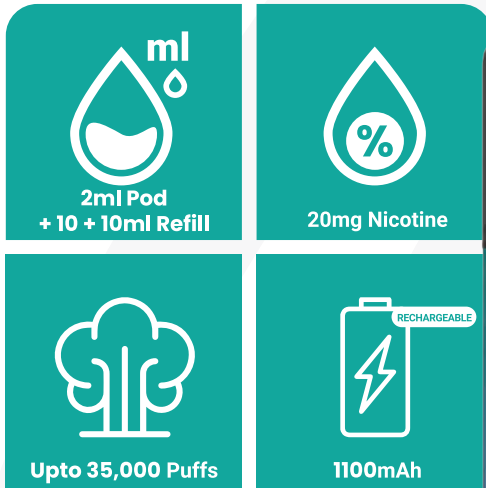
# BIG PUFFS

Top of the market

2ml + Refill



XL35



15 FLAVOURS



## TOP 5 SELLERS

BLUE RASPBERRY ICE  
BLUE SOUR RASPBERRY  
FIZZY CHERRY  
CLASSIC MENTHOL  
STRAWBERRY RASPBERRY CHERRY

TPD  
COMPLIANT

LEGAL BIG PUFFS  
BOTTLE

The IVG XL35 combines a premium aluminium finish, smart display screen and 1100mAh rechargeable battery with a massive 22ml refillable system. Its unique 2+10+10ml pod and refill setup delivers up to 35,000 puffs with fewer refills, while dual 1.1ohm mesh coils ensure consistently bold flavour and dense vapour. Boost and Eco Modes let users switch between maximum performance or extended battery life, with 20mg nic salt refills available in 15 flavours.

## INSTRUCTIONS FOR USE

XL35



REMOVE THE RED SILICONE STOPPERS AND THE STICKER FROM THE POD PARTS.



REMOVE THE RED SILICONE STOPPER ONLY.



SLIDE PAST MOUTHPIECE INTO BASE.



PLACE THE NOW BUILT POD INTO THE BATTERY BASE.

# BIG PUFFS

Top of the market

# Higo®

2ml + Refill

BB 4000



2ml Pod  
+4ml Refill



20mg Nicotine



4000 Puffs



900mAh

33 FLAVOURS



## TOP 5 SELLERS

ICE POP

LEMON AND LIME

HUBA HUBA

CHERRY ICE

STRAWBERRY HUBA HUBA

TPD  
COMPLIANT

LEGAL BIG PUFFS  
BOTTLE

Designed to give customers a straightforward pre-filled experience, the new Higo BB 4000 combines a 2ml pod with an extra 4ml refill container. With a smooth 20mg nic salt delivery, consistent mesh-coil flavour and a reliable 900mAh battery, it's already becoming a popular choice for users looking for something straightforward.

As this format continues to grow, the Higo BB 4000 is a strong addition to any range.

INSTRUCTIONS FOR USE

# COMING SOON



# REFILLABLE POD KITS

More customers are now recognising the value of refillable pod kits. They offer the simplicity of pods while giving vapers the freedom to use their preferred e-liquids.

Among the most popular brands in this space are Hayati and Elf Bar. The Quokka Pro and ELFX stand out as exceptional kits, delivering performance and reliability that appeal to everyday users.

Pods can typically be refilled up to five times and work best with nicotine salt e-liquids depending on the coil resistance.



## ELFX

### Power

1000mAh built-in battery  
30W output.

### Pods / Coils

Comes with 2ml refillable pods featuring QUAQ Dual Mesh coils in 0.6Ω and 0.8Ω options.

### Liquid

20mg nic salts or 50/50 blends in the 0.8Ω pod, and higher VG e-liquids in the 0.6Ω pod.

### Compatible with:

-Elf Bar ELFX Replacement Pods

### How to use:

- 1 Remove the pod from the device and remove the sticker at the base of the pod.
- 2 Open the silicone seal on the pod.
- 3 Lift and rotate the rubber plug to fill the port with e-liquid.
- 4 Reattach the plug securely.
- 5 Leave for 5 minutes for the coil to soak, then inhale to vape.
- 6 Recharge with USB-C when needed.



## QUOKKA PRO

### Power

1100mAh battery  
Variable output from 5–25W

### Pods / Coils

Compatible with Quokka refill pods.  
0.6Ω, 0.8Ω and 1.2Ω available

### Liquid

0.6Ω pod: Freebase 0–9mg or Nic Salt 10–35mg  
0.8Ω pod: Freebase 0–12mg or Nic Salt 20–50mg  
1.2Ω pod: Freebase 6–18mg or Nic Salt 20–50mg

### Compatible with:

-Hayati Quokka Pods

### How to use:

- 1 Charge the device fully with the USB-C cable.
- 2 Fill the pod through the side port with your chosen e-liquid.
- 3 If using a new pod, leave it for 5-10 minutes to soak.
- 4 Refit the pod, adjust to your preferred mode and airflow.
- 5 Inhale on the mouthpiece to start vaping.



# E-LIQUIDS

## Regular E-Liquids vs Nicotine Salt E-Liquid

**Regular nicotine e-liquid** consists of nicotine in its purest form. They can be used in lower concentrations, making them ideal for powerful vaping devices.

**Nicotine salt e-liquid** is pure nicotine that is blended with benzoic acid, creating a smoother concoction that allows for quick nicotine absorption. They are typically found in most forms of devices like disposables, legal big puffs, and pods, making them a popular choice.

### REGULAR

- Suitable for light smokers trying to quit
- Nicotine in its purest form
- Strong and punchy nicotine hit
- Harsher on the throat cigarette like experience



### NIC SALT




- Longer lasting nicotine hit
- Effective for those trying to quit smoking
- Smoother vaping experience
- Faster nicotine absorption

	Type Of Smoker	Cigarettes Smoked	Recommended Nicotine Dose
	Heavy Smoker	More than a full packet per day	
	Average Smoker	Up to 20 cigarettes per day	
	Light Smoker	Less than 10 cigarettes per day	
	Social Smoker	One or two a week	

# E-LIQUIDS

REGULAR  
E-LIQUID



-  3mg / 6mg  
12mg / 18mg Nicotine
-  50/50
-  10ml Capacity



NICOTINE SALTS  
E-LIQUID



-  Safety Cap
-  10/20mg  
Nic Salt
-  10ml E-Liquid
-  50:50



NICOTINE SALTS  
E-LIQUID



5mg / 10mg / 20mg Nicotine  
(Varies)



50/50



10ml Capacity  
Various Flavours



# NICOTINE POUCHES

Nicotine pouches are small fabric-like pouches placed between the lip and gums, containing nicotine, flavourings, food-grade fillers and plant fibre. They are recommended for current and former smokers to prevent nicotine withdrawal and relapse.

Each tin contains 15-20 pouches with varying nicotine strengths, lasting 1-2 days if used consistently. After use, the pouch can be disposed of in a bin or the tin's waste compartment.



The global nicotine pouches market is expected to grow at a Compound Annual **Growth Rate of 39%** from 2024 to 2030.\*

\*Circana Pouches Report 2024



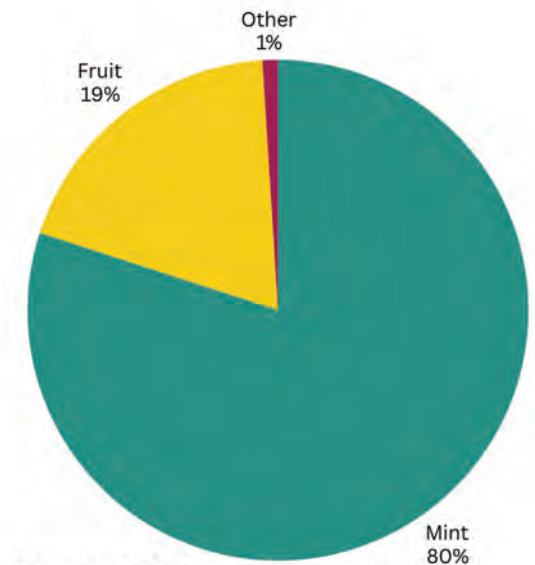
The nicotine pouch category is now worth **over £90m in annual retail sales** (excluding online sales).\*

\*IRI Marketplace Value and Volume Sales, April 2024.



**73% of sales** in traditional retail are of Strong or Extra Strong Nicotine Pouches

## FLAVOUR TRENDS



\*Circana, 2024

## Nicotine Strength Guide

TYPE OF SMOKER	CIGARETTES SMOKED	RECOMMENDED NICOTINE DOSE
HEAVY SMOKER	MORE THAN A FULL PACKET PER DAY	17MG – 20MG
MODERATE SMOKER	UP TO 20 CIGARETTES PER DAY	8MG – 11MG
LIGHT SMOKER	LESS THAN 10 CIGARETTES PER DAY	4MG – 6MG



Place Pouch  
between  
your cheek  
and gum



Enjoy for  
up to  
30 Min



Place finished  
pouch  
in waste  
compartment



18+ This product contains nicotine.  
Nicotine is an addictive substance.

 **NORDIC SPIRIT**

# MOIST VS DRY

## THE MOIST RANGE OFFERS

-  Increased moisture
-  Bold flavour, quicker release
-  Intense tingle
-  Slimmer more comfortable can, softer pouch

## THE DRY RANGE OFFERS

- Low moisture 
- Subtle flavour, slower release 
- Gentle tingle 
- Smooth experience 



## THE MOIST RANGE

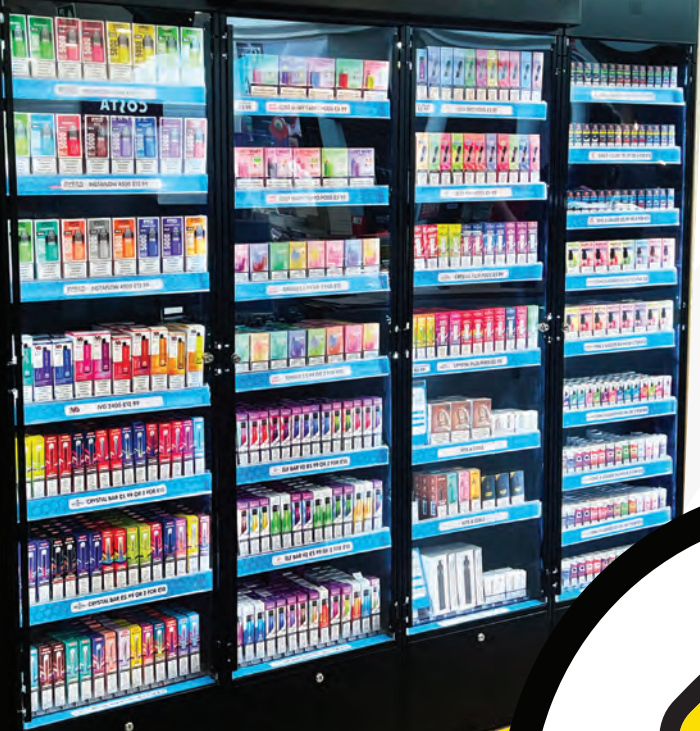


## THE DRY RANGE





**VAPE**



# GET IN TOUCH

Need Help With Your Range?

**Contact Us Now On: 0808 168 7551**

**Email: [sales@aquavape.co.uk](mailto:sales@aquavape.co.uk)**