

VAPE CATEGORY GUIDE



POWERED BY
AQUA VAPE

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

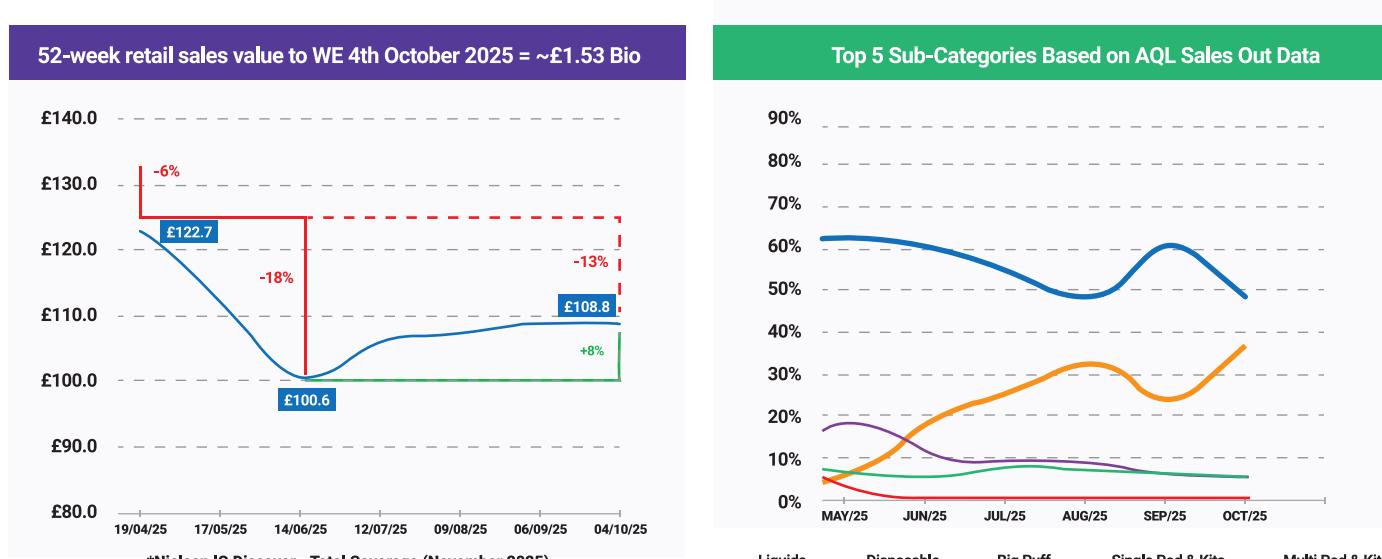
From Nielsen IQ Discover & Aquavape Sales Data



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.



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)



13.3%



9%



8.1%



4.9%



3.5%



3.4%

Nicotine Pouch Top Brands – Total Coverage Value %



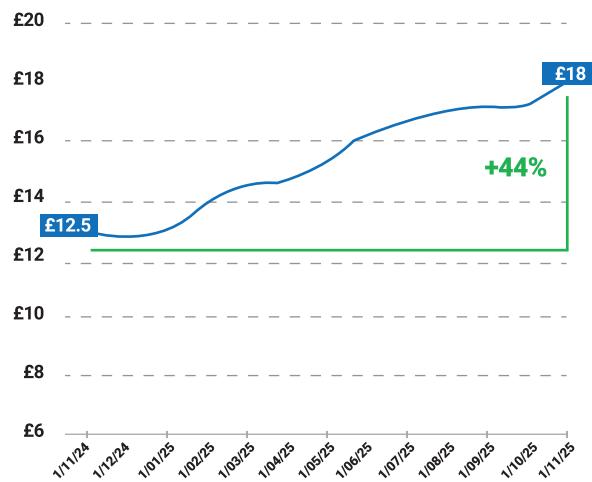
Across the total market, these three nicotine pouch brands account for the majority of value sales, making them key lines to stock. Velo is leading the category with Nordic Spirit and Fumi following suit.

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).

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)***

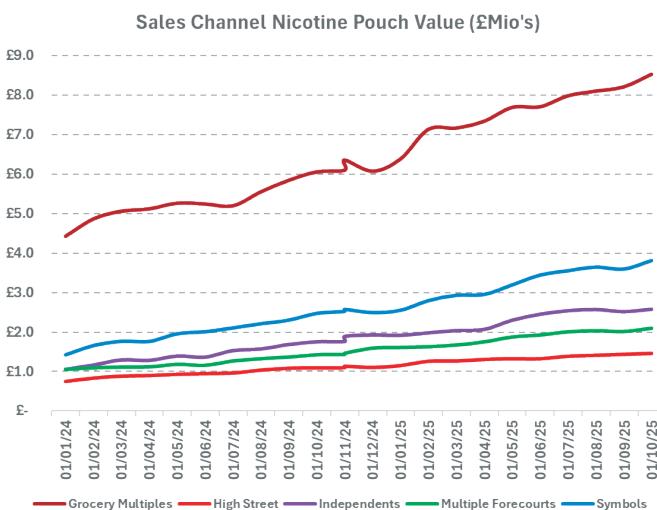
52-week retail sales value to WE 4th October 2025 = ~£1.53 Bio



Sales Channel Performance

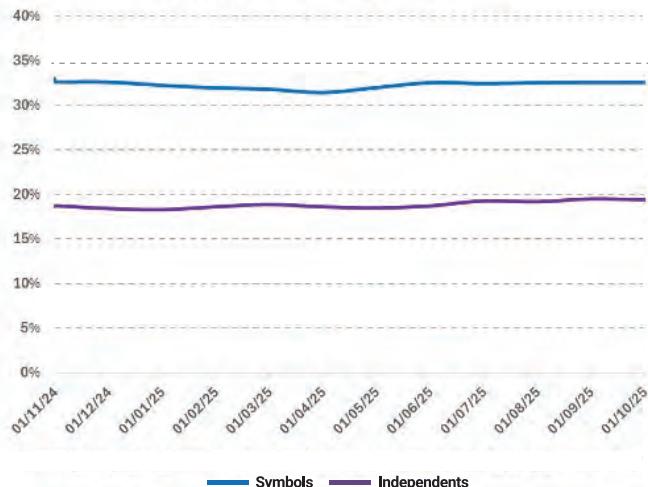
Symbols and Independents performing well in total coverage value share.

Symbols – 33%* Independents – 19%*



*Nielsen IQ Discover – Total Coverage (November 2025)

Sales Channel % of Total Coverage Value



*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

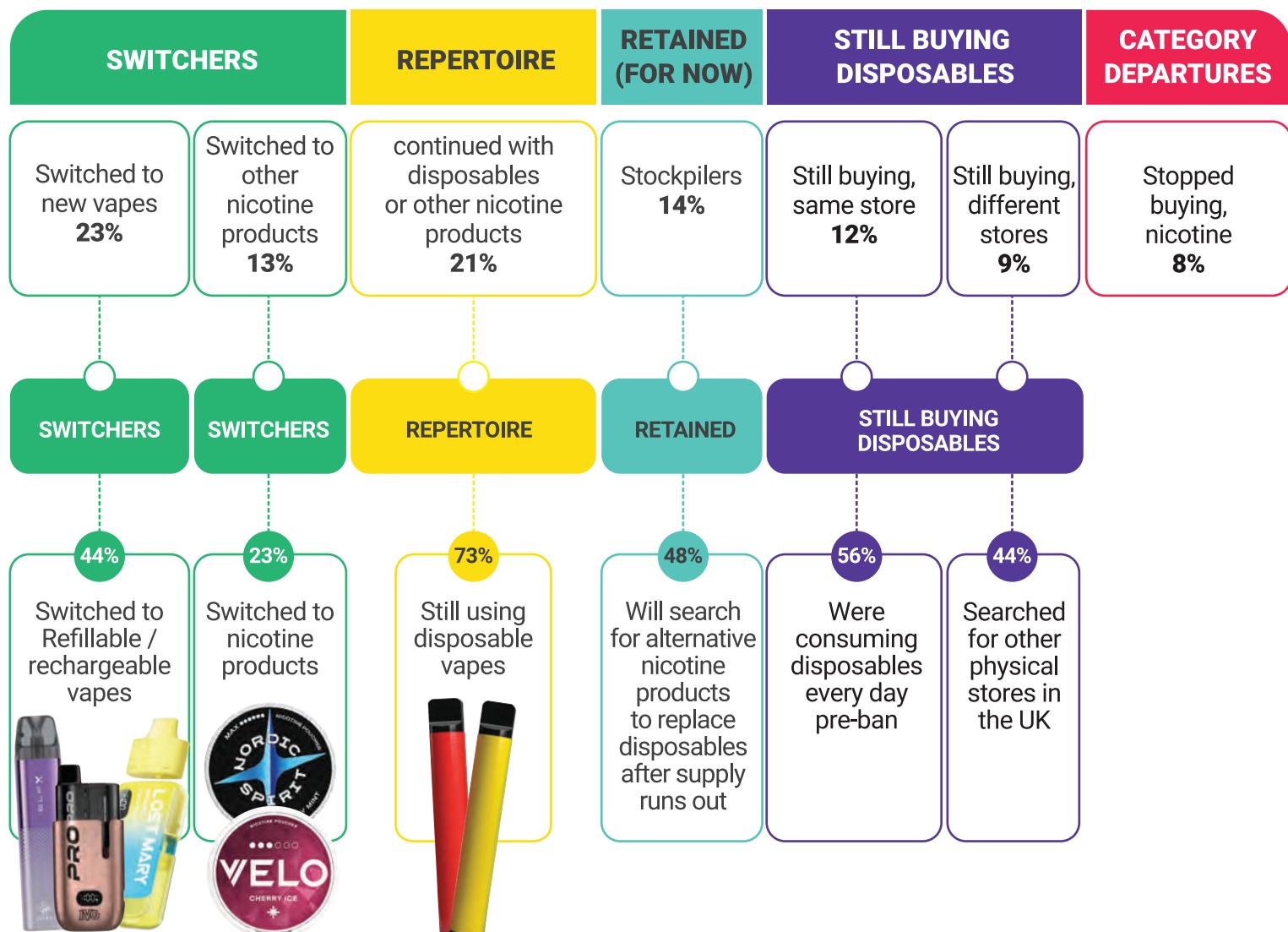
Switching to reusable vapes has proven to be the most popular choice

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

Stock The Best Range With Our Planograms

Free-Standing Shopfloor - 1m



HOW IT CAN
LOOK IN THE
STORE

Note Image Is For Visual Purpose Only

NEW 2025
COMPLIANT RANGE
PLANOGram

POWERED BY
AQUA VAPE

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

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POWERED BY
AQUA VAPE

Stock The Best Range With Our Planograms

Back Of Wall - 2m



NEW 2025
COMPLIANT RANGE
PLANOGRAM



HOW IT CAN
LOOK IN THE
STORE

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.



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

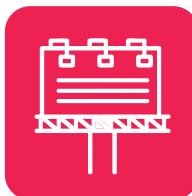
To Be Confirmed

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.



Implementation Timelines:

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



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

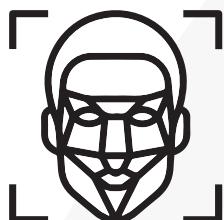


1st APRIL
2027

Full
Enforcement

Illegal To Sell
Unstamped
Products In Uk

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.



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.



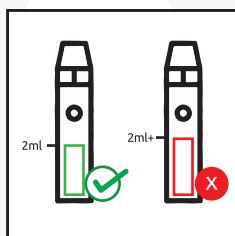
Packaging

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



DISPOSABLE VERSION



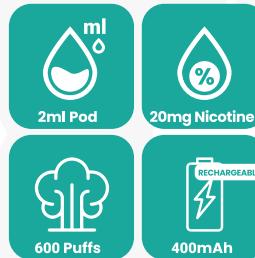
SKE 600 DISPOSABLE

- 600 PUFFS
- RECHARGEABLE
- REPLACEABLE PODS

This product contains nicotine which is a highly addictive substance.

LIKE-FOR-LIKE
DISPOSABLE
ALTERNATIVE

SKE 600 PRO
600 PUFFS
RECHARGEABLE
CHANGE FLAVOURS
SAME TASTE
SAME LOOK & FEEL



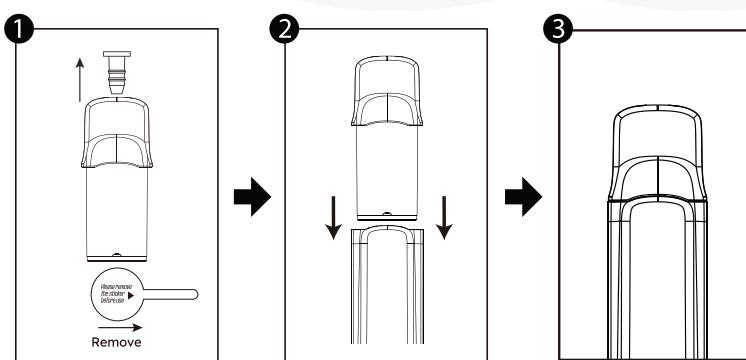
SKE 600 Pro is a perfect transition from the SKE Crystal Disposable, offering the exact same 600 puff experience. Users won't be missing the taste from their favourite disposable anymore, because SKE has delivered the SAME taste with the SAME bold flavours your customers know and love.

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

DISPOSABLE VERSION



LIKE-FOR-LIKE DISPOSABLE ALTERNATIVE

LOSTMARY 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 disposables.

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.

INSTRUCTIONS FOR USE



1

Remove Silicon
Plug from on top
of the pod.

2

Peel the sticker
off from bottom
of the device.



TOP 5 SELLERS

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

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 ELF BAR 600

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



17 FLAVOURS

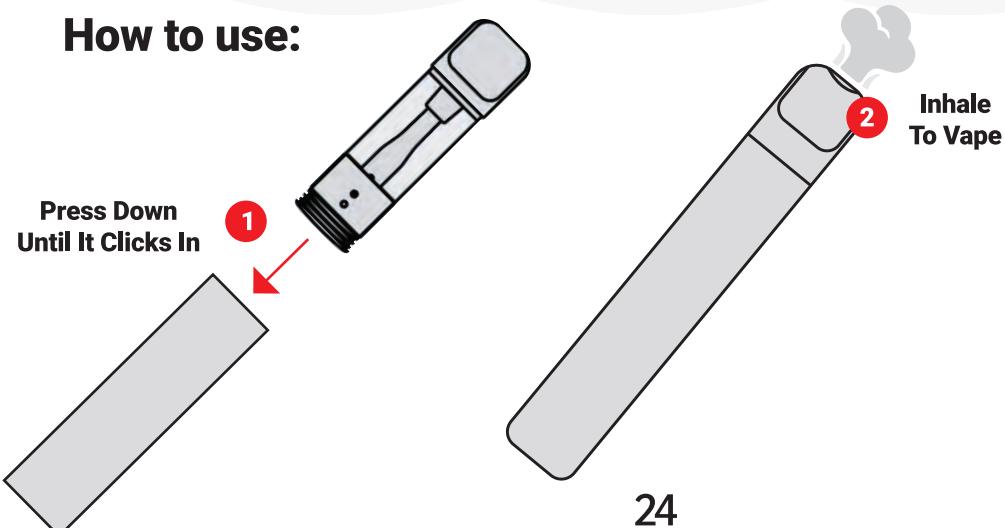


Elf Bar 600 Prefilled Pod Kit is a perfect transition from the well-loved Elf Bar 600 V1 disposable, offering the exact same 600 puff experience. Users won't be missing the taste from their favourite disposable anymore, because Elf Bar has delivered the SAME taste with the SAME bold flavours your customers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

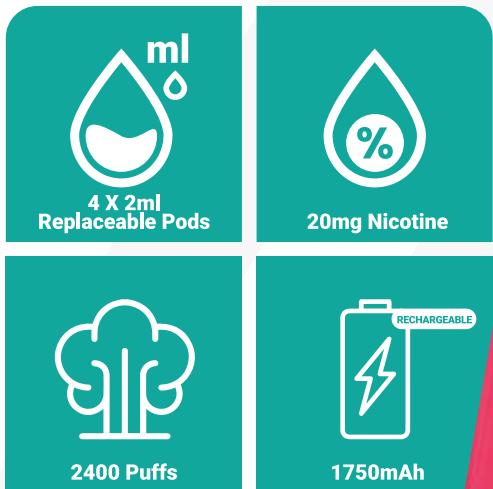
1. WATERMELON
2. BLUEBERRY
3. BLUEBERRY SOUR RASPBERRY
4. BLUE RAZZ LEMONADE
5. STRAWBERRY RASPBERRY CHERRY ICE



MULTI PODS

Top of the market

IVG
2400



30 EDITIONS



TOP 5 SELLERS

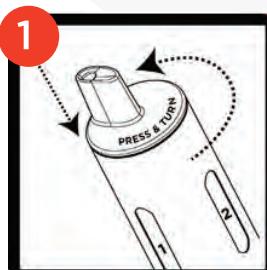
- Blue Edition
- Purple Edition
- Red Edition
- Special Edition
- Pink Edition

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.

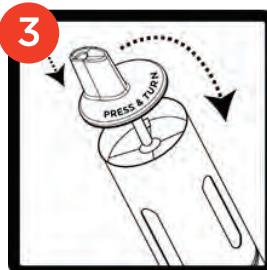
INSTRUCTIONS FOR USE



PRESS & TURN
ANTI-CLOCKWISE
TO OPEN.



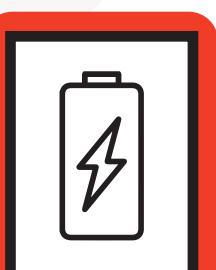
INSERT ALL 4
PODS WITH
ARROWS FACING
DOWN.



PRESS & TURN
CLOCKWISE
TO CLOSE.



TWIST TO
CHANGE POD.
ONCE POD EXPIRES
BUY REPLACEMENT
PODS



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

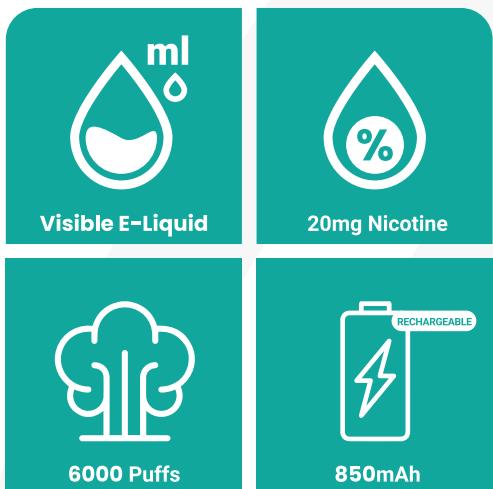
BIG PUFFS

Top of the market



HAYATI
HAYATI PRO MAX+

2ml + Refill



31 FLAVOURS



TOP 5 SELLERS

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

TPD
COMPLIANT

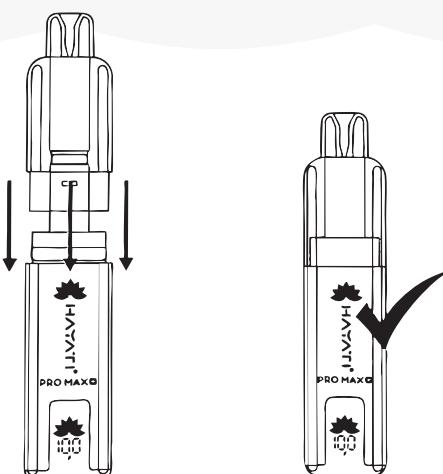
LEGAL BIG PUFFS
BOTTLE

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



HAYATI
HAYATI PRO ULTRA+



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



15 FLAVOURS

6000 Puffs



650mAh



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



Remove the sticker and read it carefully.



Remove the silicone from the device.



Push the container into the device in place.



To ensure the e-liquid flows smoothly, turn the product upside down and shake it several times until there are no bubbles in the container.



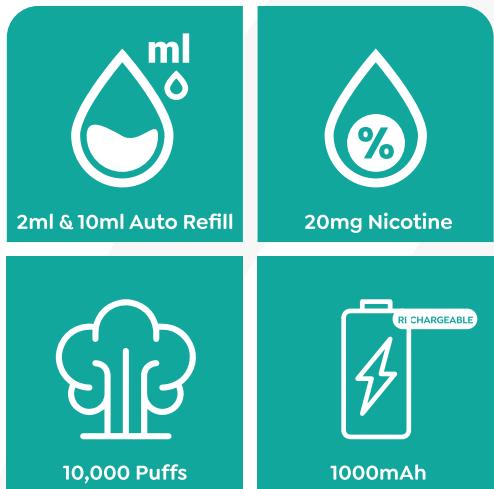
Enjoy vaping.

BIG PUFFS

2ml + Refill

IVG®

IVG PRO 12



20 FLAVOURS



TOP 5 SELLERS

Blue Raspberry Ice
Fizzy Cherry
Lemon Lime
Pineapple Ice
Strawberry Watermelon

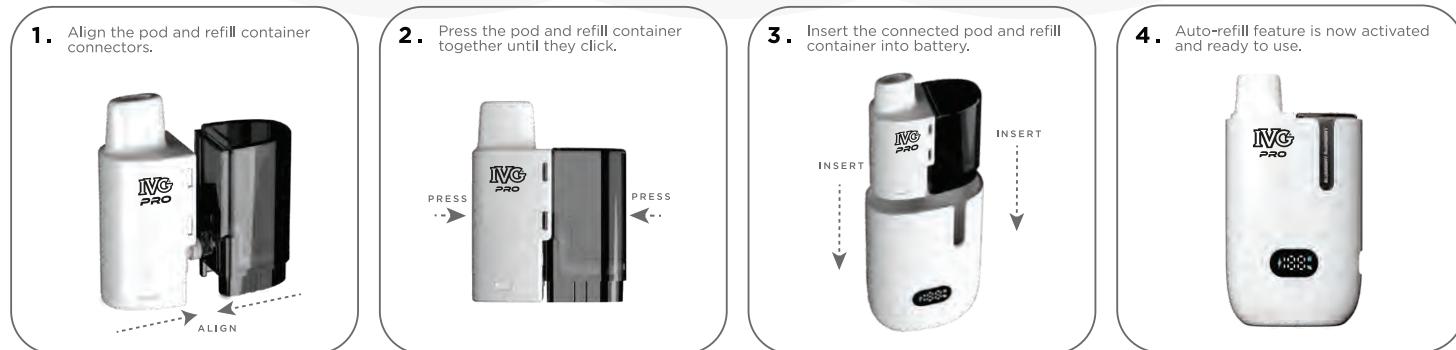
TPD COMPLIANT

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



ONCE POD EXPIRES BUY REPLACEMENT PODS

BIG PUFFS

Top of the market

2ml + Refill

LOST MARY NERA30K



TOP 5 SELLERS

BERRY EDITION

BLUEBERRY SOUR RASPBERRY

CHERRY EDITION

PINEAPPLE ICE

STRAWBERRY ICE

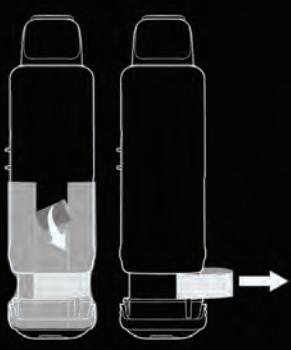
TPD
COMPLIANT

LEGAL BIG PUFFS
BOTTLE

31 FLAVOURS

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

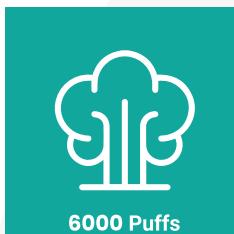
SKE
CL6000



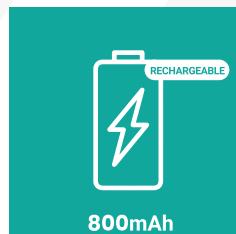
2ml & 10ml Auto Refill



20mg Nicotine



6000 Puffs



800mAh

20 FLAVOURS



TOP 5 SELLERS

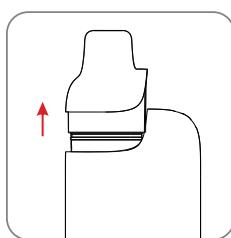
- Blueberry Sour Raspberry
- Lemon & Lime
- Cherry Ice
- Blue Razz Lemonade
- Strawberry Burst

LEGAL BIG PUFFS TANK

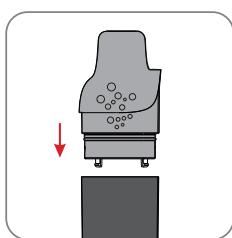
The compact, user-friendly design of the SKE Crystal CL6000 makes it ideal for everyday use. This device features a 2ml pre-filled pod and a 10ml refill container, making it quick to assemble and convenient for long-lasting use.

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.

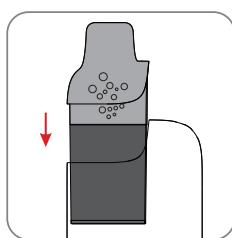
INSTRUCTIONS FOR USE



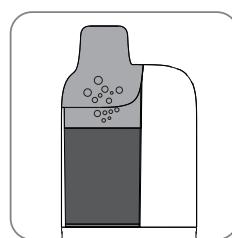
1 Remove nozzle



2 2mL pod and 10mL E-liquid Bottle assembl



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



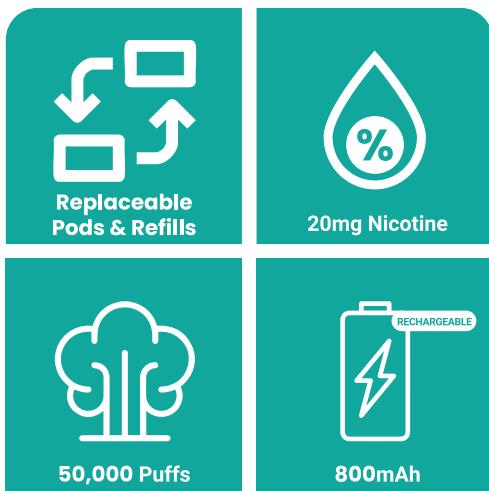
5 Enjoy vaping

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

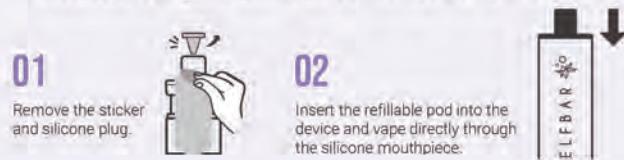
Quick Setup, Smooth Use

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



2ml Pod
+ 10 + 10ml Refill



20mg Nicotine



TOP 5 SELLERS

BLUE RASPBERRY ICE

BLUE SOUR RASPBERRY

FIZZY CHERRY

CLASSIC MENTHOL

STRAWBERRY RASPBERRY CHERRY

15 FLAVOURS

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

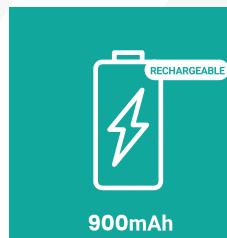
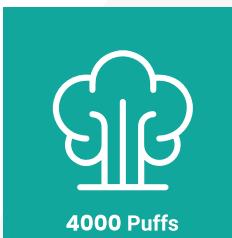


BIG PUFFS

Top of the market

2ml + Refill

Higo®
BB 4000



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

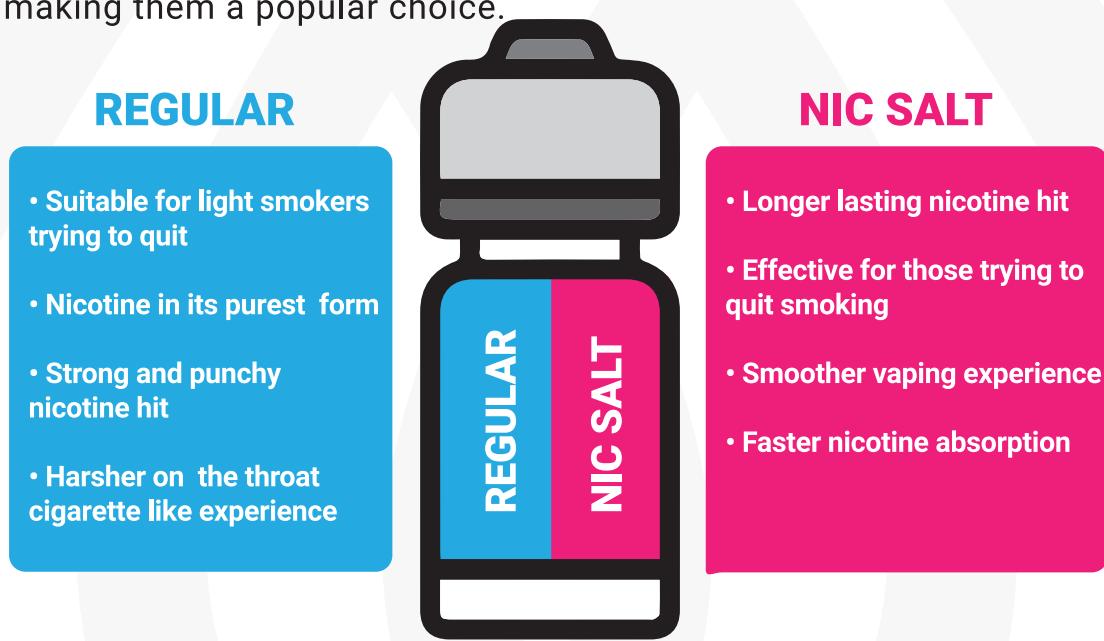
Regular E-Liquids vs Nicotine Salt E-Liquid

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.



Type Of Smoker	Cigarettes Smoked	Recommended Nicotine Dose
 Heavy Smoker	More than a full packet per day	 20mg
 Average Smoker	Up to 20 cigarettes per day	 6-12mg
 Light Smoker	Less than 10 cigarettes per day	 3-6mg
 Social Smoker	One or two a week	 3mg

E-LIQUIDS

REGULAR E-LIQUID



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



NICOTINE SALTS E-LIQUID

AQUA VAPE SALTS

- 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**

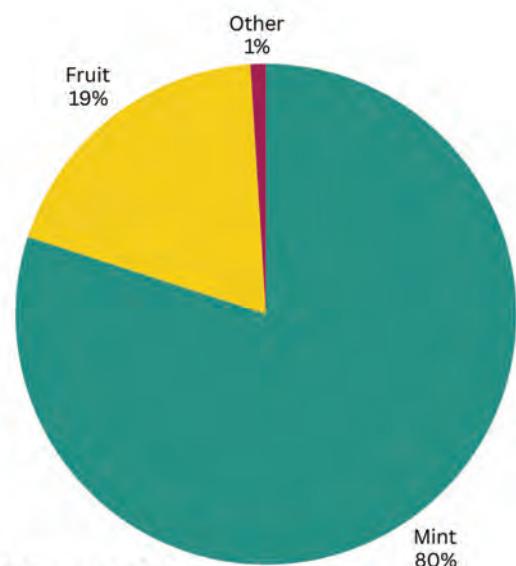
(excluding online sales).*

*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

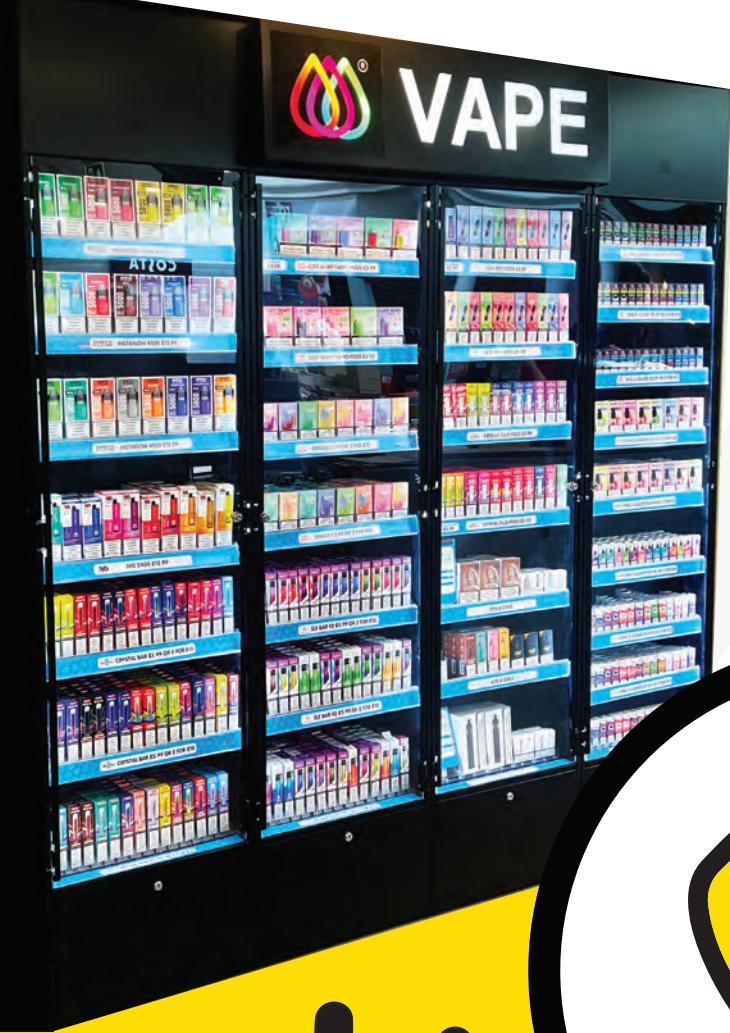
- Low moisture
- Subtle flavour, slower release
- Gentle tingle
- Smooth experience

THE MOIST RANGE



THE DRY RANGE





GET IN TOUCH

Need Help With Your Range?

Contact Us Now On: 0808 168 7551

Email: sales@aquavape.co.uk