Product Description - VUSE GO2.0 PEN 1000(V7011)

Summary

Manufacturer Name:	Nicoventures Trading Ltd (part of British American Tobacco PLC)
Address:	Globe House, 1 Water Street, London, WC2R 3LA Phone Number: +44 (0)800 1337 350
Project Name:	VUSE GO2.0 1K PEN Default
Product Description:	Disposable Vapour Device
Product Name:	VUSE GO2.0 PEN 1000
Model Number:	V7011
Product Category:	Disposable vapour device

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1. Introduction

1.1 Scope

High level technical document intended for initial engagement with certification agencies and regulatory bodies.

1.2 Version control

Revision Table			
Version:	Created/Edited by:	Date:	Description of update:
1.0	Vivian Luo	January 11 2024	First release
1.1	JF Wu	Mar 27 2024	Update puff claim to 1000 Update figure 5.0

Table 1.0 – Revision table

2. Product Description

2.1 General Description

The *VUSE GO2.0 PEN* 1000 product is a vapour delivery device (e-cigarette) which delivers a visible aerosol containing flavour, nicotine, as well as the aerosol carrier components: vegetable derived glycerol (VG) and propylene glycol (PG). *VUSE GO2.0 PEN* 1000 is a puff-activated disposable device that contains the power source (battery), heating element and e-liquid, required to generate a visible aerosol when puffed.

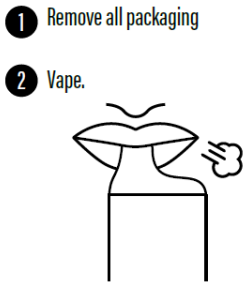


Figure 1.0 – VUSE GO2.0 PEN 1000 *device (illustrative only).*

2.2 Operation

The device is removed from the packaging (cardboard container and flow wrap). The protective top and bottom silicon are then removed and the product is ready for use.

The product is puff activated. The user places the mouthpiece between their lips and puffs through the device, drawing air and the generated aerosol into their mouth. The user then inhales.

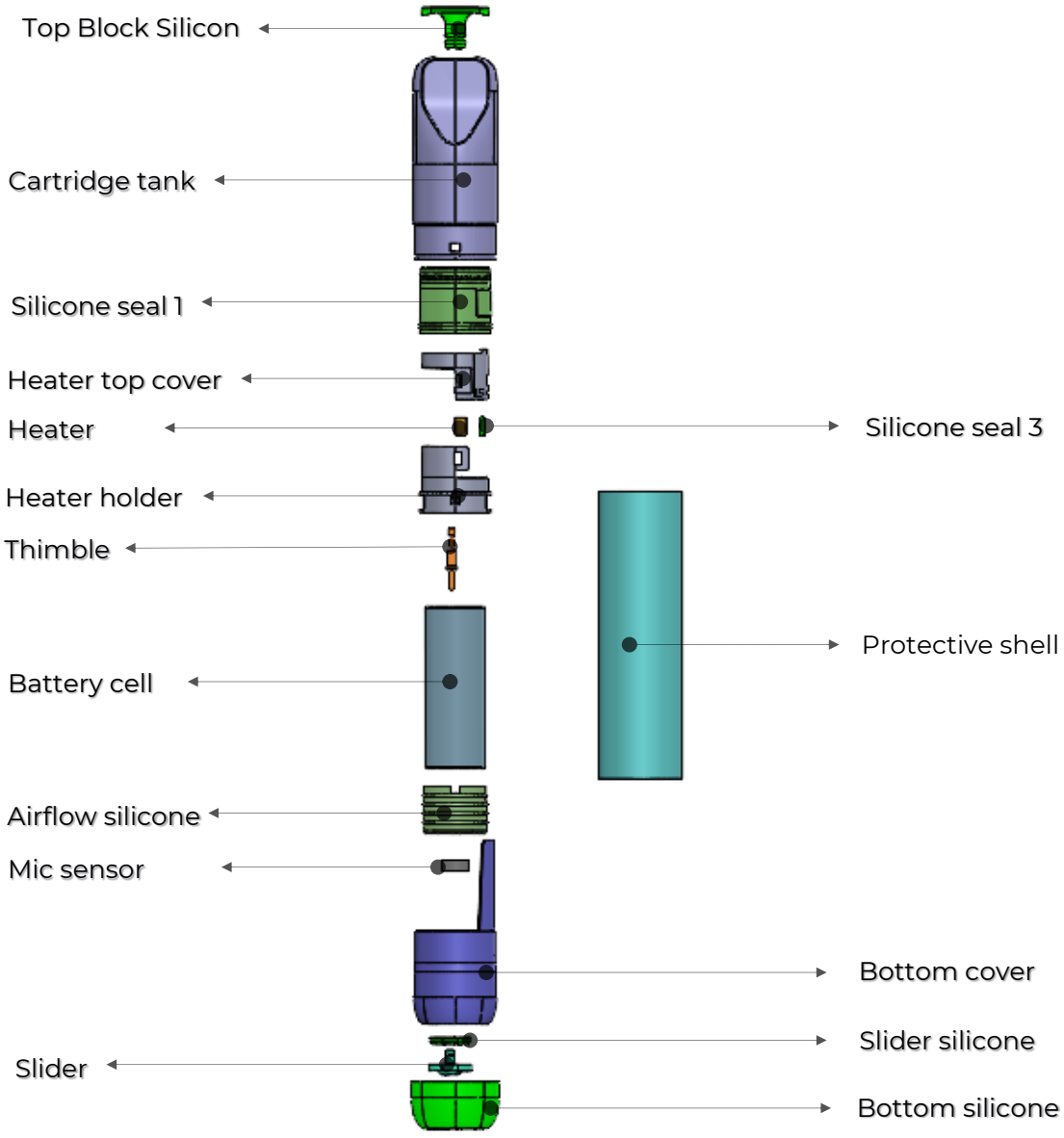


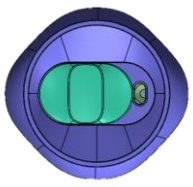
The heating unit within the device is activated by the action of puffing and generates heat, which vaporises the e-Liquid supplied by the internal heater and generates a visible aerosol of particles containing the e-Liquid core components: vegetable derived glycerol, propylene glycol, nicotine and flavour designed to provide a consistent sensory experience.

When the internal liquid or battery is fully depleted, the user will then dispose of the product responsibly and in accordance with local waste disposal requirements.

3. Design

3.1 Internal components





Lock/Unlock Slider

Figure 2.0 – Exploded Diagram of the VUSE GO2.0 PEN 1000 device.

As displayed in figure 2.0, the main device parts are:

- Battery Cell: Non-rechargeable and non-replaceable lithium-ion cell to provide electrical power to the heater;
- Airflow Sensor, to detect the puff and control electrical power to the heater.
- Cartridge tank, for containing the e-Liquid within the device; Also a mouthpiece section for the user to draw the aerosol through.
- Heater: a unit to generate the visible aerosol.
- Protective Shell: component to contain and protect all of the internal components.
- Lock/Unlock Slider: Device will be shipped with unlocked status, move slider to block the bottom air hole can lock device.

3.2 Launch Colours

The *VUSE GO2.0 PEN* 1000 will launch with the below 10 colours. Each device colour indicates the flavour of the product:



Figure 3.0 – VUSE GO2.0 PEN 1000 *device colour variants (illustrative only).*

3.3 Physical characteristics

The VUSE GO2.0 PEN 1000 dimensions are displayed in Figures 4.0 below

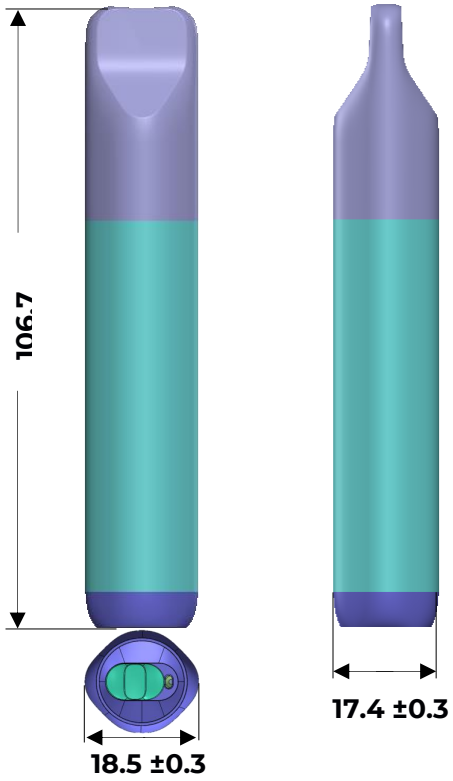


Figure 4.0 – Device external dimensions in mm.

The device measures 106.7 x 18.5 x 17.4 mm (without top/bottom silicon)
The device weighs 29±3g, as supplied (including e-Liquid).

3.4 Battery

The *Vuse™ GO*™ battery cell has been tested and is compliant with internationally recognised safety and transportation standards for lithium-based batteries. The rated battery capacity is 515mAh. The cell net weight within the *Vuse™ GO*™ device is approximately 10g. Lithium ion cells will gradually drop voltage (i.e. charge level), over time. To minimise the rate of voltage drop over time, it is recommended to store the *VUSE GO2.0 PEN* 1000 product between 15 and 25°C (optimum recommended temperature). Stored at the optimum recommended temperature a *VUSE GO2.0 PEN* 1000 device should maintain the desired sensory performance for around 12 months, although the user may experience fewer puffs than stated on the packaging.

3.5 Flavours and Nicotine Levels

A range of 10 flavours will be provided at launch (as listed above). Each flavour variant will be indicated on the packaging as well as the product itself. In addition, each device colour will be unique to the flavour that is contained within the device. All flavour variants provided at launch will contain e-Liquid with different nicotine level.

All *VUSE GO2.0 PEN 1000* products will contain a maximum of 2ml of e-Liquid.

4. Place of Manufacture

Manufacturer	Nicoventures Trading Ltd (Subsidiary of British American Tobacco PLC)
Country of Manufacture:	China
Assembled by:	Shenzhen Smoore Technology Limited
Address:	No. 2 South Second Road of Datianyang, Dongfang Community, Songgang Street, Bao'an District, Shenzhen City, Guangdong Province, China
Quality Management System:	ISO 9001:2015

5. Market and Sales Package Information

5.1 Sales package

The *Vuse™ GO™* device is sold as a complete unit, ready to use. The Sales Unit pack consists of:

- *Vuse™ GO™* Device.
- Flow wrap enclosure containing the *Vuse™ GO™* device.
- User guide (i.e. leaflet);
- Insert containing information about the brand or the product (GB/FR only);
- Tamper evident enclosure on Unit Packaging.

The individual Sales Unit packs are contained in a Shelf Ready Pack (SRP), with 10 Sales Unit packs contained within a single SRP. 24 SRPs are contained within each Master case, during transportation.

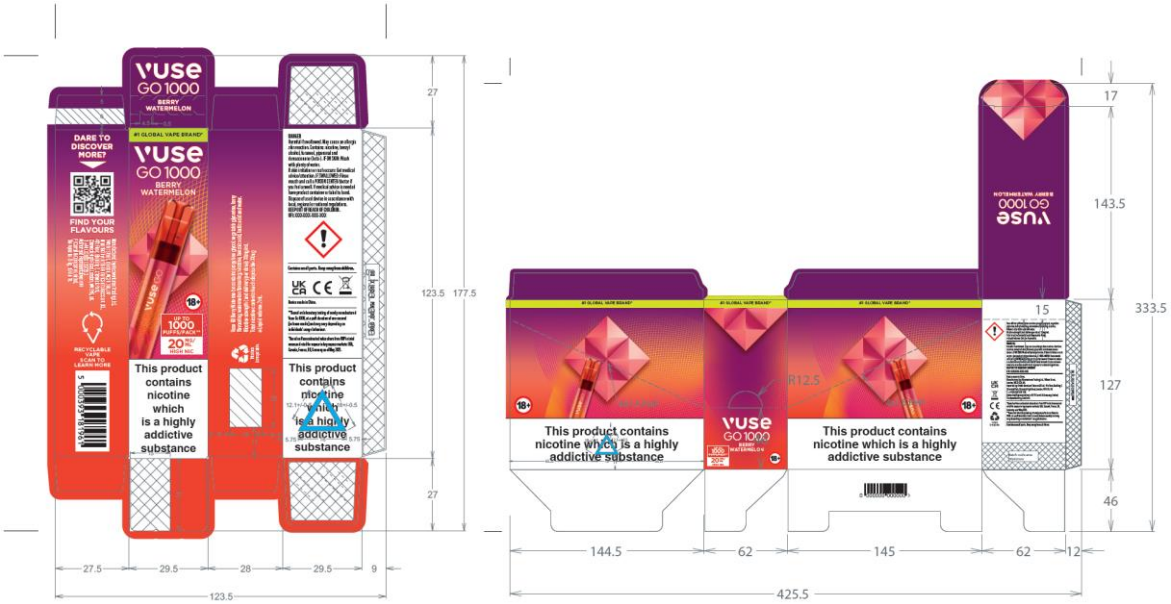


Figure 5.0 – VUSE GO2.0 PEN 1000 Carton Box & SRP. (All dimensions in mm)

5.2 Market Entry

The *VUSE GO2.0 1000* devices are certified to IEC standards. The product has been marked accordingly.

Other markets will be included over time and the entry will be dependent on the relevant homologation having been completed for those markets.

6. Standards applied

6.1 List of applied standards

The *VUSE GO2.0 1000* device has also been thoroughly tested for safety by independent testing laboratories accredited to conduct testing to the following standards, which support product certification and issuance of the relevant declaration of conformity.

- EMC – CISPR 14-1 Emissions and CISPR 14-2 Immunity;
- Electrical Safety – IEC 60335-1;
- Materials – REACH Substances of Very High Concern (SVHC); and
- Materials – RoHS (IEC 63000, and test series IEC 62321).
- Material - POPs （Persistent organic pollutants)
- Material – PCB Halogen free (IEC 61249-2-21)

6.2 Safety features

The following is a summary of the general device safety features:

- The user cannot disassemble the device without tools;

- The liquid is contained and will not leak in transportation or normal use;
- Leakage to mouth during use is prevented by an absorbent in the mouthpiece; and
- The liquid formulations have undergone a thorough toxicological assessment by the BAT Consumer Product Safety team.

Specific device electrical safety features include:

- Continuous puff timeout (10s)
- Heater short circuit protection
- Heater over current protection
- Under voltage protection
- Airflow sensor over temperature protection
- ESD Protection

The device has been successfully tested to ensure it is compliant with all the appropriate safety and electronic regulations in the country of sale.

- End of Document -