

User's Manual



Direct E-Cig

www.directecig.com

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THANK YOU

**Thank you for purchasing one of our Starter Kits!
We believe you have purchased the best electronic cigarette on the market.
Please take a few minutes to read over this User's Manual.**

Starter Kits will receive one battery, one atomizer, wall charger and USB cable. Complete Starter Kits will receive everything above plus an extra battery and car charger. All kits are shipped with cartridges but you can also order disposable atomizers by visiting www.directecig.com. It is highly recommended that you keep a spare battery and atomizer available at all times. While your battery is good for an average of 300 charges, your atomizer will last around 1 month depending on your usage and the care you take in cleaning
(please see Maintenance).

If you have any questions or concerns, please give us a call or send an email.
(refer to contact us page)

Thanks again for choosing Direct E-Cig.

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Your Electronic Cigarette

Standard Components:

Battery

Atomizer

Cartridges

Wall Charger

USB

Additional Components:

Cartomizer

Car Charger

Direct E-Cig



Warning:

This product contains nicotine, a highly addictive substance. It has not been approved by the FDA as a smoking cessation device. This product is not intended to diagnose, treat, cure or mitigate any disease or medical condition. Do not use this product if you are not of legal smoking age. Do not use this product if you are sensitive or allergic to nicotine; if you are at risk for having respiratory problems or conditions; if you have heart problems, high blood pressure, diabetes or any other medical condition that can be exacerbated or induced by consuming nicotine; do not use if you are pregnant or nursing. Consult your physician if you have any medical questions. Discontinue use of this product immediately if you experience symptoms such as dizziness, nausea, weak or rapid heartbeat, vomiting, diarrhea or any other negative physical reactions. If any of the aforementioned symptoms occur, seek medical attention immediately!

KEEP THIS PRODUCT AWAY FROM CHILDREN AND PETS

This product has not been certified by the U.S. Food and Drug Administration or the Office of the Surgeon General to be used for smoking cessation purposes.

Description of Product Components:

The Incredible Direct E-Cig Electronic Cigarette



Cartridge



Battery



Atomizer



Wall Charger
(For use with USB Cable)

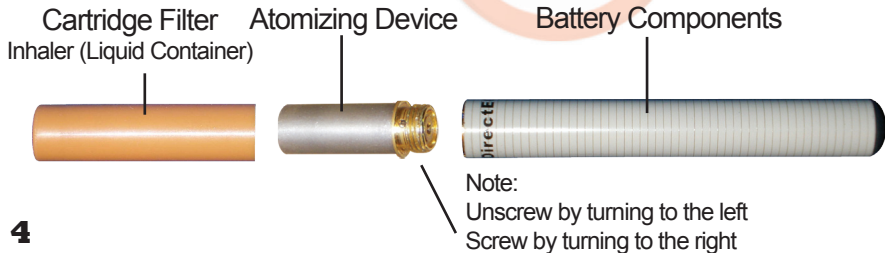


USB Cable
(For use with Charging Units)

Description of Product Components: Continued

Structure:

The Direct E-Cig is comprised of an atomizing device, a microcomputer controlled circuit, and a rechargeable lithium battery. An operating mode indicator light can be found at the tip of the battery.



Description of Product Components: Continued

Atomizer - Cartridge / Filter - Battery Assembly:



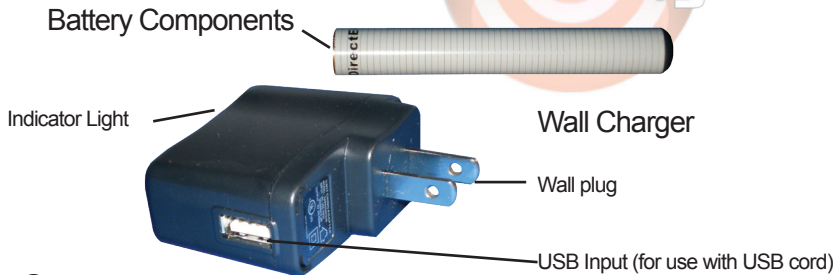
Screw Cartridge/Atomizer into Direct E-Cig Battery. (Screw clockwise to tighten)

Enjoy your Direct E-Cig Electronic Cigarette

Description of Product Components: Continued

Charger:

The Direct E-Cig Electronic Cigarette employs a lithium battery and charger system, which cannot be interchanged with other lithium batteries or chargers. The input supply voltage of the charger is AC 110. Special attention should be paid to whether the rated value of local supply voltage is in compliance to that of this charger when user is traveling. The circulatory using frequency of the battery will be no less than 200 times (Charges)



How It Works

An electronic cigarette is a low pressure, microelectronic vaporizing device.

The atomizer vaporizes the nicotine solution which allows you to “smoke” the e-cigarette. Unlike most of our competitors, the DirectECig nicotine is added to the cart-o-miser cartridge in the U.S. It's laboratory manufactured, tested and documented to be a minimum of 98% pure nicotine which is then added to a solution of propylene glycol, glycerin and natural and artificial flavors to create the ultimate smoking experience. There are no harmful additives, fillers or unknowns like you might encounter when purchasing overseas products*.

We have also given you the option of either purchasing our disposable one piece cartomizer or the separate cartridge/atomizer. The cartomizer is a one piece cartridge and atomizer combination. It's three main advantages are 1) It's equal to approximately 2 packs of traditional cigarettes 2) Every time you change the cartomizer you are replacing the atomizer as well (atomizers lose their efficiency over time. The cartomizer continuously gives you a fresh atomizer) 3) Cartomizers are convenient, simply unscrew the used one and screw on a brand new one.

How It Works

Continued

The two piece cartridge/atomizers main attraction is price. A cartomizer is equal to about 3 cartridges in volume but costs slightly more than 5 cartridges. You do have to purchase a new atomizer about every month, more if you are a heavy smoker, but the cost is still relatively small.

To summarize, if you are looking for convenience and are willing to spend a little more, the one piece cartomizer is the way to go. If you are price conscious and want the most bang for your buck, go with the two piece atomizer/cartridge. No matter which way you choose to go, you will always get the same American made e-liquid in the cartomizers, cartridges and E-Liquid bottles.

**Some manufacturers use Nicotine Absolute in order to save money in their derivation of nicotine which does not remove several of the carcinogens that naturally occur in the tobacco plant.*

DirectECig only uses the highest quality, laboratory manufactured nicotine.

E-Cig Set up

DirectECig uses the latest technology for electronic cigarettes. The basic components are a battery, cartomizer or separate atomizer/cartridges and charging unit. When you receive your kit, please follow these recommendations:

- 1) Remove the battery and place aside
- 2) Remove the wall charger and USB cord. Firmly place the appropriate end of the cord into the wall charger. Plug the charger into your 110v wall outlet.
- 3) Screw the battery into the appropriate end of the USB cable in a clock wise motion
*Do Not Over Tighten!
- 4) When battery contact point mates with the charging unit, the indicator light on the charger will turn red if the battery needs to be charged. When battery is fully charged the indicator light will be green*. Make sure not to overcharge the battery!
- 5) Once battery is fully charged it is ready for use.
- 6) IF USING SEPARATE ATOMIZER AND CARTRIDGE: Screw the atomizer into the battery in a clockwise motion taking care not to overtighten. Make sure the atomizer is clean and oil free. Remove one of the cartridges from its package and slide it over the atomizer.

E-Cig Set up

Continued

- 7) IF USING CARTOMIZER: Remove one of your cartomizers from its protective bag. Remove the plastic end caps. Screw the cartomizer into the battery in a clockwise motion. Do Not Over Tighten as this will reduce or cut off the airflow and possibly damage the threads on the battery.
- 8) Take one or two short, slow puffs of your electronic cigarette to charge the atomizer then take one long slow puff. You can adjust the amount of vapor you receive by regulating the length of your puff. Please remember, drawing hard or quickly will not give you more vapor. Long, slow puffs will give you the maximum amount of vapor. Remember, everyone is different. Experiment until you find what is right for you.
- 9) If you notice a decrease in the amount of smoke or vapor coming from your ecig you are either running out of smoke solution and need to replace your cartridge, your atomizer is getting old or clogged or your battery is losing its charge. Ensure your battery is charged before replacing your cartridge.

***Do Not Use the battery until it has been fully charged. Failure to charge the battery before use will result in damage, possibly rendering it inoperable, and**

10 **will void your warranty!**

E-Cig Maintenance

Like all electronic components your DirectECig electronic cigarette does require some basic maintenance to ensure a long, trouble free experience.

Please follow the guidelines below :

- Make sure you battery is charged
- Do not overcharge your battery. While charger will shut off when the battery is fully charged, the battery will burn up if left in the charger for a long period of time.
- If your battery is continuously flashing, up to 30 times, while you are using, it needs to be charged.
- Every week or so, take a paper towel or Q Tip and gently clean the contact area just above the threads on the battery. If your battery stops working for any reason, always try this first before calling customer support.
- Another possible reason for the battery to stop working for a few minutes is drawing too long or too many times in a short period of time. The sensor will shut down for several minutes if this happens.
- If the indicator light is activating but you are not getting any vapor, insure the contact point between the atomizer and the battery is clean and fits snugly. If the contact checks out, try a new atomizer.

E-Cig Maintenance

Continued

- Make sure to only open cartomizers/cartridges when you are ready to use them. If you open them prior to use and leave them lying around, the smoke solution will work its way out and dissipate or you will get a mouthful of eliquid when you go to use it. They will be fine when screwed into the battery, just don't leave them lying around without being attached or with the protective covers.
- If using a separate atomizer/cartridge combination, clean your atomizer every 3 to 5 days by dropping it into a cup filled with alcohol (I use Ever Clear but rubbing alcohol will work fine). Let it soak for 5 minutes then gently roll it around in the container. Remove the atomizer, dry it using compressed air such as that found in a can of compressed air used to clean your computers keyboard then set aside to finish drying. **IMPORTANT:** Make sure the alcohol is completely dry before using the atomizer again or it will catch on FIRE!! Remember, atomizers are disposable items, keep spares.
- If the battery is physically damaged in any way, order a new one! These are lithium batteries and the contents cannot be exposed to oxygen!!

Contact Us

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**Business Hours: M-F from 9:00AM – 10:00PM Eastern Time
Saturday from 9:00AM – 6:00PM Eastern Time.**



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