



### **TRIPLEHALO LIMITED UNVEILS THE HALOOKA™ - THE WORLD'S FIRST ELECTRONIC SHISHA**

#### **Smoking... Redefined...**

**1<sup>st</sup> February 2010**

**LONDON-** TripleHalo Ltd will launch the Halooka™, The World's first electronic Shisha in February 2010. The Halooka™ is an innovative healthier redefinition of the traditional shisha (sometimes known as a hookah or water pipe). The Halooka™ uses an electronic atomisation process and mechanism to produce water based vapour as opposed to harmful 'burn' smoke associated with the traditional shisha. The Halooka™ is a stylish addition to the current smoking alternative devices offered by TripleHalo Ltd. which include the Halo™ e-haler (a healthier cigarette alternative) and the Kuba™ e-cigar.

A surge in smoking related illnesses, coupled with associated increases to the public health budgets, and increased government awareness of these issues have prompted TripleHalo Ltd, a pioneering company in innovative technology in this field, to design a range of electronic devices as a healthier alternative to smoking. In the words of one commentator 'you are turning the market in nicotine 180°...by turning a product that is bad for you into one which is healthier and could provide a real benefit...that is amazing.'

Announcing the launch of the Halooka, Zair Al-Beyerty, inventor and TripleHalo Ltd CEO, said 'we are proud to produce the world's first real electronic shisha. It has taken over 2 years of research and development working with customers, businesses, and government bodies to produce an innovative 'healthier and harm reducing' alternative for smokers and those who enjoy the shisha culture. We fully support the principle of a ban on smoking and harm reduction and have produced a device set to overcome the health fears and anti social aspects of a tradition that is as old as time... in real terms we have been true to our principles of 'Smoking... Redefined...' He also went on to highlight 'As we have done for the last few years, where we lead, others can only follow. The difference will be the quality, value and strict adherence TripleHalo Ltd. pay to the well being of our customers, the people around them and the environment we all live in. The customer deserves a clear quality standard in this new innovative field and that is what TripleHalo Ltd. will provide them'.

Research on the traditional shisha has shown that it can be significantly more harmful than a regular cigarette. Findings show the traditional shisha not only retains all the carcinogens of cigarette's 'burn' smoke but also adds higher levels of carbon monoxide and a separate set of carcinogens from





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the use of burning coals to keep the nicotine flowing. Unlike the traditional Shisha, The Halooka™ provides a smoke like water based vapour without the poisons associated with the 'burn' smoke of a traditional shisha. The Halooka™ operates using innovative technology, a rechargeable battery, and a cartridge containing natural ingredients, which can include Nicotine. Cartridges are also available in an exciting array of flavours but without any nicotine (zero nicotine) whatsoever. The cartridge components consist of natural ingredients which include:

- Nicotine\*: Natural extract from the tobacco plant. (Pure nicotine is far less harmful when not burnt and delivered through the 100+ chemicals associated with burning as in the traditional Shisha and cigarettes)
- Water
- Flavouring: Non toxic food based substance and fruit based oils

\*Zero nicotine cartridges are available in all flavours.

### **Commercial Considerations:**

For the first time in the world, and with high demand already in place; TripleHalo Ltd. is making the Halooka™ available to the commercial market as a key objective.

With the smoking ban now firmly in place, it is clear to many that commercial outlets were the first to be hit with some suffering significant business losses by not having shishas indoors. While mindful of and supporting the smoking ban as well as the need for a clear harm reduction policy on smoking in general; TripleHalo is using state of the art technology to provide legal and healthier alternatives to smoking. TripleHalo products will help business regain their customers, and lifestyle choices they wish to make, while reducing harm to themselves and without harming others or breaking the law.

### **Smoking – current considerations:**

Research carried out after the implementation of the smoking ban concluded that there was an increase in the quantity of cigarettes smoked within the smoking male population. In men aged 16 to 34, the number rose, by an average of one and a half cigarettes a day.

The Health Survey for England, carried out by the NHS for ministers, has raised fears that smokers are simply lighting up at home rather than in pubs and restaurants – potentially putting children and families at risk.

Liberal Democrat health spokesman Norman Lamb said: 'These are pretty stark figures which demonstrate forcefully that the Government's strategy on smoking has not been successful'.

TripleHalo Ltd. believes the solution lies not only in well intended government legislation but in education, harm reduction devices, innovative technology, and a choice to what is best described as



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‘Smoking Replacement’ alternatives. ‘Burn’ smoking remains singularly the most dangerous means of taking Nicotine. TripleHalo Ltd. set out with a clear vision of innovative iconic devices that are better for the user, those around them, and the environment we all live in. ‘We are just as committed to a safer Nicotine delivery mechanism as we are to work with Charities, NGO’s and local projects to educate and make the world we live in a safer and better place for all’ said Mr. Al-Beyerty ‘ with that we are also proud to announce that in the next few months we will publish our strategy to create a charitable trust that funds, from profits, global and local charities in all the areas of the globe we are working in.’

### **MEDIA CONTACTS**

#### **Nadine Hamze**

Marketing Executive

TripleHalo Limited

7 Edgware Road

London

W2 2ER

Mob: +44 (0) 7545 202032

Tel: +44 (0) 207 402 1399

Email: [nadine@triplehalo.com](mailto:nadine@triplehalo.com)

Web: [www.triplehalo.com](http://www.triplehalo.com)

Inquiries: [info@triplehalo.com](mailto:info@triplehalo.com)

### **SALES CONTACTS**

#### **Lee Nicholson**

Head of Sales

TripleHalo Limited

7 Edgware Road

London

W2 2ER

Mob: +44 (0) 7970 834990

Tel: +44 (0) 207 402 1399

Email: [Lee@triplehalo.com](mailto:Lee@triplehalo.com)

Web: [www.triplehalo.com](http://www.triplehalo.com)

Inquiries: [info@triplehalo.com](mailto:info@triplehalo.com)

### **LINKS**

<http://www.dailymail.co.uk/news/article-1095784/Smoking-ban-fails-curb-habit-Figures-reveal-men-smoking-MORE.html>