

	Explanation	Hookah	Halooka
The Smoking Ban	Smoking in public places and indoors has been banned in The UK, USA and most of Europe	Forbidden	100% legal
Tar	Tar is sticky and brown and stains teeth, fingernails and lung tissue. Tar contains the carcinogen benzo(a)pyrene that is known to trigger tumour development (cancer).	Hookah smoke contains 802 mg tar compared to 22.3 mg for cigarettes (that is 36 times the tar).	None
Carbon Monoxide	This odourless gas is fatal in large doses because it takes the place of oxygen in the blood.	An hour of Hookah smoking delivers as much carbon monoxide to the user as a pack of cigarettes. Its smoke contains 145 mg CO, compared to 17.3 mg for cigarettes (that is 8 times the CO).	There is no burning process while using the Halooka™ therefore no carbon monoxide is produced.
Nicotine	Nicotine is a substance found naturally in plants especially the tobacco plant, it is the part that is responsible for addictions developing.	Heavy dosage of processed and mixed nicotine.	7 mg of natural, plant-extracted nicotine in the classic cartridges or NONE in the Zero cartridges.

Smoke		<ul style="list-style-type: none"> • The average puff on a Hookah produces about 500 ml of smoke, while the average puff on a cigarette produces about 50 ml of smoke • A hookah smoker can take about 100 puffs when s/he uses a Hookah (in a single 30-45 minute session) while a cigarette smoker takes about 10 puffs • The hookah smoke is cooled by water, it can be inhaled more deeply and held for a longer length of time creating larger chances of disease • Heavy metals (lead, nickel, etc...) have been found in the smoke produced by a Hookah, in concentrations far above those seen in cigarette smoke. 	Halooka™ does not produce any smoke but only water-based vapour. Inhaled through the lungs, it cleanses the respiratory pipe.
Second-hand Smoke	Second hand smoke contains almost as many carcinogens as the smoker inhales and poses a deadly risk for non-smokers.	The smoke people blow when smoking Hookah lingers in the air, causing annoyance for the people around and leaving a heavy smell on clothes. It is grey in colour due to the burning process, reminding of what has just been into your lungs.	Halooka™ does not produce any smoke but only water-based vapour. It disperses in second, without leaving any residue smell. It is also clear and whitish in colour.
Taste		Hookah is traditionally enjoyed mainly for its intense flavours. The CO in it, though, reduces the taste sensors.	Halooka™ feels and tastes fresh even better than the traditional Hookah because its cartridges contain natural fruit oils. Its cartridges are available in a wide range of succulent flavours.

Maintenance		<p>Hookah is notorious for the complicated and messy process required to set it up for use. It requires foil, charcoal and tobacco. The lighting of the coal poses fire risks and the intricate process means a waste of time, effort and money.</p>	<ul style="list-style-type: none"> • No more mess, cartridges easily lock in place therefore there is no need for tobacco or charcoal residue • No more foil and charcoal expenses as the Halooka™ does not use them to work • Setting up a Halooka™ requires just one piece to be put in place – the cartridge.
B2B	<p>After the smoking ban many restaurants, bars and cafes, which relied on the shisha culture have bankrupted.</p>	<p>Hookah can only be smoked outdoors, leaving the closed areas of the premises empty.</p>	<ul style="list-style-type: none"> • The Halooka™ has already helped businesses regain losses caused by the smoking ban • No need for extra staff costs, as Halooka™ is easier to assemble and maintain than the traditional hookah