**To:** Mr. Pillsbury

**From:** Chris Bean

**Subject:** Current Event

**Date:** 5/5/14

Summary:

Recently, E-cigarettes have become a very popular item in society. They are seen as a safe alternative to smoking but are in fact very dangerous. A German Industrialist, Nathan Terry, has recently been working on his own special, better device. At first, terry took apart the devices to see how they were made, and was very shocked, he found low quality heater wires, wrapped around bundles of glass fibers and steel wool, silicon, and other tapes and adhesives. These items could create toxic fumes more dangerous than normal cigarettes. "There were red flags everywhere," Terry said. Still, he liked the concept and decided to design a version of his own, avoiding the use of fiberglass, plastic and solder and sourcing his materials entirely in the United States. In 2009 he reunited with Minskoff in California and formed a company, Thermo-Essence Technologies, to sell his product at $300 a piece. The e-cigarette serves a niche market, albeit one with a loyal following looking for a high-end e-cigarette. As many as 30,000 have been sold. But what began as a quest to develop a better e-smoke has broadened into an ambitious effort to design a new medical device: an inhaler that delivers measured doses of nicotine to help people quit smoking. This inhalant could possible be the first medically approved smoke quitting product if it becomes successful.

Significance:

This article is significant because it shows an example of micro economics. It highlights how a company has chosen a specific small market like the E-cigarette market and attempted to put their competitors in the dust. This company is also very medically based, and may be able to partner with other anti smoking products to hopefully help people get the help they need to quit.

Opinion:

In my opinion, it is very interesting to see what new business venture that Terry and his company has taken in a relatively untouched field. I thought it was beneficial to focus upon this article because it shows how a business dedicated to the perfection and safety of their product.