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Setting the Bar: Introducing Spellbound Nicotine Salts

Launching at TPE 2019: a new line of nicotine salt e-liquid powered by industry veterans.

Moorpark, CA (February, 2019) – Making a debut at TPE 2019, Phillips & King is pleased to announce the launch of Spellbound Nicotine Salts. This entirely new line of nicotine salt e-liquid is created in partnership with the award-winning Solace Vapor Company. The mission of Spellbound Nicotine Salts is to provide an effective, high-quality alternative for millions of adult smokers, and it's going to be a big deal- just like the companies behind it.

Solace Vapor Company is a leader in the vapor industry for their vision, innovation, and product development. It was a natural fit for Phillips & King, the leading distributor of specialty tobacco products in the U.S., to tap into their expertise. This collaboration produced Spellbound Nicotine Salts, a line of premium nicotine salt e-liquid featuring the "Powered by Salts" diamond. This logo is the vapor industry-recognized stamp of approval that affirms the liquid was made with the highest standards.

"It's been amazing to work with Solace Vapor Company on this project," says Steve Davidson, Brand Manager for Phillips & King. "They are the original pioneers of nicotine salt e-liquids in the U.S. We're proud of this collaboration and are confident that it's going to be very successful at the retail level."

Spellbound Nicotine Salts include the following e-liquid flavors:

- Blue Raspberry
- Mango
- Peach
- Strawberry Twist
- Mint
- Tobacco

Spellbound Salts will be available in 30ml bottles with 50mg nicotine strength. TPE 2019 attendees will be able to explore the products at the Phillips & King Booth, # 4066, along with other top-selling products from the expansive Phillips & King portfolio. TPE 2019 will be held at the Las Vegas Convention Center in Las Vegas, Nevada from February 11-February 13, 2019.

Spellbound Nicotine Salt e-liquid products will ship in Spring 2019. For more information please visit www.spellboundvapor.com. And for wholesale orders, please visit www.phillipsandking.com.



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About Spellbound

Spellbound is a boutique Vaping brand born in sunny Southern California. It's a company on a mission to provide an effective alternative for millions of adult smokers by creating world-class e-liquids that inspire and excite even the most discriminating palates. With eye-catching, sophisticated packaging and multiple industry-proven blends, Spellbound has ignited a new tradition that resonates and resides in our product lines. The Spellbound family features categories ranging from the all-new nicotine salts to the traditional High-VG e-liquids.

About Phillips & King International

Phillips & King International, a division of Kretek International Inc., is the leading distributor of premium cigars, specialty tobacco, vapor, and alternative smoking products and accessories in the United States. Since 1906, the family-owned company has built a strong reputation by focusing on independent brick-and-mortar shops, priding itself on offering top products and the best service to their customers. Their highly experienced sales staff works with thousands of shops in all 50 states, US Virgin Islands, Guam, Puerto Rico, and globally to US military bases. The company distributes over 21,000 SKUs, warehoused in a 150,000 sq. ft. semi-automated facility. In addition, they have a portfolio of proprietary brands including Ventura Cigars, Ventura Vapor, Greenhouse, EZ Cig, FasFil, and more. Phillips & King also distributes the Price Cutter, a monthly buying guide that outlines best-selling products, deals, and information for the tobacco and tobacco-related industry. For more information, please visit phillipsandking.com.

