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Nanoclean launches worldâ??s first smoking cessation filter 'Cigibud'

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The product makes use of patented nanofiber technology directed at making the user accustomed to lower levels of nicotine



Nanoclean, a New Delhi-based startup that is engineering advanced air filtration solutions, has launched Cigibud which is the world's first Smoking Cessation Filter. The product has been developed in the Indian Institute of Technology (IIT) Delhi employing the patented nanofiber technology for aiding in quitting smoking.

It is a scientifically proven therapy aimed at smoking cessation over a span of 3 months. The product has been curated taking inspiration from WHO-recommended Nicotine Replacement Therapy that majorly focuses on reducing nicotine levels.

The nanofiber technology helps in filtering out a significant quantity of tar and nicotine that eventually makes the user accustomed to lower levels of nicotine. Cigibud comes in a pack to Light, Ultra, and Pro levels to help quit smoking step-by-step.

It is a three-stage process where 60% & 30% tar and nicotine are reduced at the Light level respectively. Increasing the effectiveness at every level, 70% tar and 50% nicotine are compromised at the Ultra level. And at the Pro level, the tar and nicotine are brought down by 80% individually.