

## White Cloud Electronic Cigarettes joins CORESTA

Written by Australian Business

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TARPON SPRINGS, Fla., Sept. 12, 2013 /PRNewswire/ -- White Cloud Electronic Cigarettes is pleased to announce that they have been accepted as members of CORESTA, the Centre de Cooperation pour les Recherches Scientifiques Relatives au Tabac (Cooperation Centre for Scientific Research Relative to Tobacco).

[CORESTA](#) , based in Paris, France and founded in 1956, promotes international cooperation in scientific research relative to tobacco. The association currently has 140 members with representatives in over 50 countries.

"We have joined CORESTA to participate in collaborative international work," Rob Burton, Director, Corporate & Regulatory Affairs at White Cloud stated. "It is our aim at White Cloud to support science and evidence-based regulation in this sector whilst manufacturing products to the highest possible standards, using the best available technology and ingredients; either ourselves, or in collaboration with the most qualified partners."

**About White Cloud Electronic Cigarettes** *White Cloud Electronic Cigarettes, formed in 2008 and located in Tarpon Springs, FL, is a vertically integrated manufacturer and marketer of electronic cigarettes. The company is one of the first to produce a completely disposable electronic delivery product using lightweight food grade BPA-free thermoplastics. For more information, please visit [www.whitecloudelectroniccigarettes.com](http://www.whitecloudelectroniccigarettes.com)*

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