

ZEUS STYLIFE



MORTALS



PROPERTM
vape

EUROPE 2023 CATALOG

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OUR FAMILY

Founder Paul Curtis established Zeus Juice in 2011 in his Birmingham kitchen. A bookmaker by trade, Paul fell upon the e-liquid market when his wife, Sam was diagnosed with cancer and he knew it was time to stop smoking. Having tried all alternatives, Paul turned to e-liquids, and frustrated by the lack of big, strong flavours and all-day vapes available, decided to create his own.

*Moving people towards the healthier substitute of vaping,
through innovation, creativity and quality.*

In pursuit of perfection, Paul designed and developed premium quality e-liquids and word rapidly spread. In 2014, to meet increasing demand, Paul bought manufacturing equipment, moved into a dedicated facility, and registered the business, Zeus Juice UK Ltd; a nod to Paul's love for Ancient Greek mythology.

Zeus' story continued to grow from strength to strength with additional facilities, increased manufacturing, new product ranges and collaborations and 2020 was a pivotal year, with Tim Allinson joining the business as MD. Since his appointment, Zeus has introduced a new value range 'Proper Vape', launched an innovative apparel collection, opened a physical retail space and won multiple industry awards.

Today, Zeus remains a family-run business driven by moving people away from cigarettes towards the healthier substitute of vaping through innovation, creativity and quality.

PRODUCTION & DISTRIBUTION

Zeus proudly produces 500,000 bottles of e-liquid per week – or 5000 litres – through two state-of-the-art operational facilities in Birmingham. With a high-end consumable product testing and compliance function equipped with three white room mixing facilities and five bottling lines, Zeus is able to examine, affirm and trace every batch ensuring the ultimate quality and perfection in every single bottle that is produced.

*Perfection in every single
bottle that is produced.*

Alongside Zeus' huge warehouse capacity that is set up to dispatch to 110 countries with every individual country's vaping legislations considered, Zeus Juice UK is capable of offering fully compliant, end-to-end e-liquid production on a truly industrial scale.

CHANNELS

Zeus' distribution currently serves over 650 independent retailers in the UK with over 5000 bottles of liquid leaving the manufacturing unit every day. An organically growing presence in an additional thirty countries worldwide indicates that the Zeus brand is becoming increasingly recognised further afield and with its efficient manufacturing and distribution capabilities, Zeus is further developing its international growth plans and is poised to enter new markets.

*...Serving over 650
independent retailers...*

In addition, Zeus' direct to consumer business through zeusjuice.uk is demonstrating strong year-on-year growth through both an increase in returning customers as well as new customer acquisition.

MANUFACTURING FACILITIES

Our state-of-the-art lab houses a team of analytical chemists who have in excess of 30 years' experience from global leading laboratories such as Eurofins AgroSciences. With access to some of the most advanced analytical instrumentation in the industry, they have developed and validated specific analytical methods for E-liquid and TPD emissions testing requirements.

All Zeus Juice e-liquids are made using pharmaceutical grade ingredients and are traceable back to every individual bottle offering our customers certified quality and safety for complete peace of mind. This is an industry-first within the vaping and e-liquid industry and no other business or company currently offers this level of testing.

We currently produce 500,000 bottles of e-liquid per week – or 5000 litres – in our operational facility. With a high-end consumable product testing and compliance function equipped with three ISO class 7 white room mixing facilities and five bottling lines, we are able to examine every batch for contamination to ensure perfection in every single bottle produced.

Alongside our lab, we are also proud of our huge warehouse capacity that is set up to dispatch to 110 countries worldwide with every individual country's vaping legislations considered.



Z E U S J U I C E F L A V O U R S

ZEUS JUICE

A COLLECTION OF TEN PREMIUM FLAVOURS

Zeus Juice stands proud at the top of Mount Olympus, giving unearthly power to vapers to turn their backs on smoking. The artwork of each bottle provides a window to the wonders within. Deeply symbolic, each flavour tells a story; much like how every vaper has a story of triumph in their own journey...

VAPOUR • FLAVOUR • QUALITY

WVS
DUBAI
BEST FRUIT
FLAVOUR
- ADONIS -
2022
1st



ADONIS

STRAWBERRY | BERRIES

Fall in love with Adonis, an intensely sweet tale. Fresh raspberries with ripe strawberries create a heavenly taste of summer.



APHRODITE

BERRIES | EUCALYPTUS | MENTHOL

The first famous blue e-liquid, eternally popular since 2014. She is complex mix of berries, menthol and eucalyptus.

AVAILABLE FORMATS



FREEBASE
10ML - 50/50

0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ML - 50/50

10MG / 20MG



LONGFILL
20ML

0MG



SHORTFILL
50ML - 70/30

0MG



SHORTFILL
100ML - 70/30

0MG



DISPOSABLE
600 PUFFS

20MG

Z E U S J U I C E F L A V O U R S



APOLLO

BLUE RASPBERRY

Borne from the mythical blue fruit planted by Zeus. A little bit raspberry, a little bit blueberry, intertwined with a fizzy lemonade.



ATHENE

STRAWBERRY | WATERMELON | LEMONADE

A sweet summertime statement. Exploding with juicy watermelon and freshly picked strawberries, with a lemonade citrus kick.



CERBERUS

BLOOD ORANGE | MIXED FRUITS

Guarding the gates, Cerberus is a trio of ferociously tasty fruits: blood orange, peach and cranberries, with a final bite of menthol.



HELIOS

APRICOT | PEACH

The warmth of the summer sun, a combination of velvety softness with tangy apricots and juicy peaches, a rich blend, a touch of the tropics.

AVAILABLE FORMATS



FREEBASE
10ML - 50/50

0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ML - 50/50

10MG / 20MG



LONGFILL
20ML

0MG



SHORTFILL
50ML - 70/30

0MG



SHORTFILL
100ML - 70/30

0MG



DISPOSABLE
600 PUFFS

20MG

Z E U S J U I C E F L A V O U R S



HERA

STRAWBERRY | CREAM

Ripe and juicy, sweet summer strawberries, combined with devilishly smooth, freshly whipped cream. A delight to behold.



MIDAS

BUTTERSCOTCH | CUSTARD

Feel like the golden king. Lashings of vanilla custard topped with a swirl of delicious sweet and sticky butterscotch sauce.



VERMILION

CHERRY | MENTHOL

A reloaded blend of sweet cherries fuelled with potent aniseed and an intense menthol will ignite life into your taste buds.



ZEUS

BERRIES | BLACKCURRANT | MENTHOL

Our number 1 flavour... We took the original 'The Black', enhanced with more menthol & aniseed; creating a new deity.

AVAILABLE FORMATS



FREEBASE
10ML - 50/50

0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ML - 50/50

10MG / 20MG



LONGFILL
20ML

0MG



SHORTFILL
50ML - 70/30

0MG



SHORTFILL
100ML - 70/30

0MG



DISPOSABLE
600 PUFFS

20MG

M O R T A L S F L A V O U R S



KEEWIBERA

STRAWBERRY | KIWI | BUBBLEGUM

Rich & sweet strawberries, complemented by tropical kiwi, a balanced fruity vape, blown up with a classic retro bubblegum.



HADES

CINNAMON | CHERRY | MENTHOL

Hot, fiery and sweet. Hades has a warming sensation of cinnamon spice, blended with cherry candy, cooled by a touch of menthol.



MONKBERRY

BANANA | STRAWBERRY

A moreish blend of juicy strawberries packed together with ripe bananas, for sweet and fruit lovers in the quest for eternal youth.



DOUBLE DRAGON

RASPBERRY | DRAGONFRUIT | MENTHOL

Our number 1 flavour... We took the original 'The Black', enhanced with more menthol & aniseed; creating a new deity.

AVAILABLE FORMATS



FREEBASE
10ML - 50/50

0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ML - 50/50

10MG / 20MG



LONGFILL
20ML

0MG



SHORTFILL
50ML - 70/30

0MG



SHORTFILL
100ML - 70/30

0MG



DISPOSABLE
600 PUFFS

20MG

M O R T A L S F L A V O U R S



HYDRA

ANISE | CITRUS

A tangy twist of citrus with aniseed giving a powerful kick. Balanced and pumped full of sweet strawberries, dragon fruit and grapes.



TOOTHFAIRY

MIXED | SWEETS

Reminiscent of pick 'n' mix with a sour undertone. A flavour for those who like sweet & fruity vapes. Have your wicked way with this one.



DRAGONS CLAW

DRAGONFRUIT | GRAPE | ANISEED

Stand in awe at the glory of the dragon, a complex blend of dragon fruit and grapes with a warm breath of anise.



PHOENIX TEARS

PEPPERMINT | LEMON | MENTHOL

Rise from the ashes with this cooling peppermint, with a hit of fresh menthol and a dash of lemon to rejuvenate the senses.

AVAILABLE FORMATS



FREEBASE
10ML - 50/50

0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ML - 50/50

10MG / 20MG



LONGFILL
20ML

0MG



SHORTFILL
50ML - 70/30

0MG



SHORTFILL
100ML - 70/30

0MG



DISPOSABLE
600 PUFFS

20MG

BOLT

Bolt

BOLT by Zeus Juice

Looking for a fresh, fun vape that's full of flavour? Hello, **BOLT**.

Taking a sensational new direction, **BOLT** dares to be different with fun and exciting flavours that never fail to strike. Delivered in an exquisite bottle that is totally fresh and vibrant, the premium ingredients and delightful flavours offer a new vaping experience that is original and distinctly delicious. Speaking to vapers living a life full of energy, adventure and aspiration while seeking a healthier lifestyle at pocket-friendly prices, **BOLT** breaks away from the expected to surprise and delight the senses.

And with 10 strong flavoursome choices delivering the tantalising tastes of much-loved drinks and desserts such as Strawberry Shortcake, Bubbly Blackcurrant and Cherry Cola, what's not to love?



When flavour strikes? It has to be BOLT

B O L T F L A V O U R S



Our Banana Custard e-liquid is a silky smooth blend of bananas topped with lashings of warm vanilla custard. An ever-popular combination, this classic creamy fruit flavour will magically melt in the mouth of any dessert lover.



With deep berry goodness and a zesty citrus bite, Bubbly Blackcurrant e-liquid is a delicately balanced concoction. Rich blackcurrants blend with orange zest topped with a surprising exhale of fizzy lemons that is both sweet and sharp.



A classic combination, our Cherry Cola e-liquid sparkles with sublime sweetness. Rich, dark cherries pop against fizzy cola delivering a satisfying after-taste that will really quench your thirst.



Our perfectly blended Fruit Punch e-liquid bursts with fruity goodness. Vibrant, quenching and sweet, this colourful combination leaves a seriously fresh and juicy after-taste that really packs a punch.



Our sweet Berries Ice e-liquid is our most fruitiest of flavours. A deliciously crafted berry blend is paired with sensational chilled menthol adding the final finesse to an enticing all-day cooling vape.

AVAILABLE FORMATS



FREEBASE
10ML - 50/50
0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ML - 50/50
10MG / 20MG



LONGFILL
20ML
0MG



SHORTFILL
50ML - 70/30
0MG



SHORTFILL
100ML - 70/30
0MG



DISPOSABLE
600 PUFFS
20MG

B O L T F L A V O U R S



Our Lime Slush e-liquid offers a refreshing flavour with a frozen fruity kick. Hydrating sour limes and super-cold crushed ice blend into a tart and tasty treat that really hits the spot.



Let our Mango Lychee Menthol e-liquid whisk you away to a tropical paradise. Bringing an exotic fusion of ripe mango and aromatic lychee, this tantalising taste of the tropics is crowned with a chilling menthol kick on the exhale.



Our evocative Strawberry Shortcake flavour is reminiscent of summer days. Light, sweet and creamy, it captures the perfect combination of freshly baked cake topped with juicy ripe strawberries & dollops of delicious cream.



An appetizing sweet treat, our Vanilla Custard e-liquid proves its perfect partnership. Thick, velvety custard laced with subtle traces of soft and fragrant vanilla is a match made in heaven for any sweet-toothed vaper.



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AVAILABLE FORMATS



FREEBASE
10ML - 50/50
0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ML - 50/50
10MG / 20MG



LONGFILL
20ML
0MG



SHORTFILL
50ML - 70/30
0MG



SHORTFILL
100ML - 70/30
0MG



DISPOSABLE
600 PUFFS
20MG

PROPERTM vape



Proper Vape by Zeus Juice

Can a vape juice offer value for money but still be premium? (The answer is YES!).

Zeus are excited to be introducing Proper Vape; a new range of e-liquid that offers incredible value for money all year round. Upholding everything that Zeus stands for – quality, innovation, creativity – Proper Vape's cool, pared back designs and simplified blends mean we can pass on great savings to our fans while still giving great all-day flavour.

Available in eight favourite flavours from Blueberry Bubblegum to Pink Lemonade, Proper Vape never compromises on the quality of ingredients and goes through the same stringent standards of testing with batch and bottle traceability that you would expect from a Zeus product. And with accessible pricing that can only be appreciated, choosing Proper Vape is a total no-brainer.

Proper Vape. Proper Value.

Apples & Pears

Savour the flavour of our delicious **Apples and Pears** vape juice. The familiar refreshing flavours of sweet crisp, crunchy apples, bursting with juice and sweet sun-ripened pears blend together for a notably fruity vape that delivers a mouth watering sensation every time.

Berries & Grapes

A wonderful blend of dark and delicious flavours, our **Berries & Grapes** vape is a unique taste. The combination of succulent blackcurrants, tangy raspberries and juicy grapes delivers a sweet and tart flavour, creating a distinctly delicious mix.

Blueberry Bubblegum

A flavour sensation that will never get old, our **Blueberry Bubblegum** flavour e-liquid is a sweet treat! This flavour is a classic pick 'n' mix style bubblegum flavour, with a delightfully fruity backdrop of fresh blueberries. Great flavour, done properly.

Grape Menthol

Full-bodied and instantly refreshing, our **Grape Menthol** e-liquid is a cooling concoction of fruity goodness. The dark and heavy purple grapes blend beautifully with the harmonious hint of menthol giving you an invigorating inhale of fresh fruity flavour.

Available Formats



FREEBASE
10ml - 50/50

0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ml - 50/50

10MG / 20MG



LONGFILL
20ml

0MG



SHORTFILL
50ml - 70/30

0MG



SHORTFILL
100ml - 70/30

0MG



DISPOSABLE
600 puffs

20MG

Ice Menthol

New for 2022!

Our delicious **Ice Menthol** e-liquid is packed full of refreshing taste. Punchy and cool, the fresh and flavourful inhale delivers a tingling, Arctic blast to delight any and all menthol vapers every time.

Pink Lemonade

Our new **Pink Lemonade** flavour gently bubbles with zesty fruitiness. Nicotine-free and full of juicy flavour, this juice happily marries the delights of sweet but tart raspberries and the refreshingly subtle fizz of classic cloudy, tangy lemonade.

Raspberry Sherbet

Ripe raspberries meet sugar sweet, fizzy sherbet in our **Raspberry Sherbet** e-liquid. A candied flavour designed to satisfy those with a sweet tooth, the tangy fruitiness delivers a vibrant and fresh treat for your taste buds. Great flavour all day long.

Tropical Pop

Our fruity **Tropical Pop** vape is packed full of colourful flavour, tropical sunshine in a bottle! It's bursting with exotic fruitiness, the crisp zesty zing of lemon and grapefruit is brilliantly balanced with the sugary sweetness of juicy oranges.

Available Formats



FREEBASE
10ml - 50/50

0MG / 3MG / 6MG / 12MG / 18MG



NIC SALTS
10ml - 50/50

10MG / 20MG



LONGFILL
20ml

0MG



SHORTFILL
50ml - 70/30

0MG



SHORTFILL
100ml - 70/30

0MG



DISPOSABLE
600 puffs

20MG

In the last year, Zeus has reduced the number of cigarettes smoked by **66 million.**

Calculation based on 1ml e-liquid = 1 cigarette

- ⚡ “Current vaping prevalence among adults in England has remained stable since 2014, and in 2019 was between 5% and 7%... Smoking among adults in England has continued to decline over the past 10 years and in 2019 was around 15%.” - www.gov.uk
- ⚡ We want our products to be as accessible as possible to the public through large scale retail distribution; we want to promote our agenda of getting smokers to switch to a healthier lifestyle.
- ⚡ “The most popular products for all vapers are still tank systems, with 77% of vapers reporting using them.” - Action on smoking & health
- ⚡ Our main product base consists of the main consumable element of vaping, the e-liquid. Every millilitre vaped, is a cigarette not smoked.
- ⚡ Many of the large cartridge and pod device manufacturers have basic flavours that do not express the diversity seen within the enthusiast market, through Zeus we can bridge the gap with dynamic desirable products for all.
- ⚡ We are developing environmentally conscious solutions to pod and cartridge systems and we use recycled plastics (rPET) in our bottles.

OUR MISSION

Our mission at Zeus is to support people on their journey to quitting smoking by offering a healthier alternative to traditional cigarettes.

Smoking rates have been falling since the 1970s but there are still seven million smokers across the UK. Recent calls to increase the legal age of smoking have brought the dangers of smoking to the fore once again, highlighting the damage that cigarettes can cause - it is the single biggest preventable cause of premature death and illness in the UK and estimated to be behind 25% of all cancer deaths.

As a relative newcomer, vaping has met some resistance along the way, but with technological advances and tighter production standards – just two of Zeus' core strengths - it is becoming increasingly clear that e-cigarettes are an effective alternative. Proven to be 95% less harmful than traditional cigarettes – a fact largely unknown by nearly half of the population - vaping is now being cited by the NHS, government bodies and cancer

charities alike as a viable 'swap to stop' tool to aid quitting smoking for good. An evidence review published by Public Health England also concluded that despite misconceptions, there is no evidence that e-cigarettes are a gateway into smoking for children or non-smokers and instead, are positively contributing to the falling smoking rates among adults and young people. Further evidence suggests that some of the highest successful quit rates are now seen among smokers who swap to vaping to support their journey.

The breaking down of false truths surrounding vaping and the positive effects emerging from recent research have led to last year's government announcement that e-cigarettes could be prescribed on the NHS in England. The Medicines and Healthcare products Regulatory Agency (MHRA) is publishing updated guidance that paves the way for medicinally licensed e-cigarette products to be prescribed as an aid for tobacco smokers to stop smoking whereby manufacturers can submit their products to the MHRA to go through the same regulatory approvals process as other medicines prescribed by the NHS. Such a move would mean that England would be the first in the world to prescribe e-cigarettes as a medical product.

The vaping industry and e-cigarettes is under continual review by varying medical societies and recent research highlights include:

'My reading of the evidence is that smokers who switch to vaping remove almost all the risks smoking poses to their health. Smokers differ in their needs and I would advise them not to give up on e-cigarettes if they do not like the first one they try. It may take some experimentation with different products and e-liquids to find the right one.'

Professor Peter Hajek - Queen Mary University London and independent author.

'E-cigarettes could be a game changer in public health in particular by reducing the enormous health inequalities caused by smoking.'

Professor Ann McNeill - King's College London and independent author

"The harmful effects of CS and their deleterious consequences are both well recognised and widely investigated. However, and based on the studies carried out so far, it seems that e cigarette consumption is less toxic than tobacco smoking."

An updated overview of e-cigarette impact on human health, Respiratory Research, 2021 (P. Marques, L. Piqueras, M. Sanz)

"E-cigarettes were more effective for smoking cessation than nicotine-replacement therapy, when both products were accompanied by behavioural support."

A Randomized Trial of E-Cigarettes versus Nicotine-Replacement Therapy, The New England Journal of Medicine, 2019 - (P. Hajek, A. Phillips-Walker, et al)

"While e-cigarettes may have adverse effects on respiratory health and possibly other diseases, the harm is generally accepted to be much less than that of cigarette smoking (24). Thus, if smokers were to switch completely to e-cigarettes, then smoking-related disease is predicted to decrease substantially."

Current advances in research in treatment and recovery: Nicotine addiction. Science advances, 5(10), eaay9763, 2019 – (J.J. Prochaska, N.L. Benowitz)

A W A R D S



ZEUS *LIQUID*

ZEUSELIQUID.COM

hello@zeuseliquid.com

