

What is RELX?

RELX was founded by the former Head of UBER China, Kate Wang. She was concerned about her two children being exposed to secondhand smoke, and worried about the health of her father who had been smoking for decades.

Thus, she founded RELX to provide adult smokers with an alternative to traditional cigarettes. RELX e-cigarette devices eliminate tar and other byproducts of combustible cigarettes, encouraging smokers to overcome habitual challenges and lead healthier lifestyles.

By combining quality technology with meticulous design, RELX offers an ethical solution to a global public health problem.

What does the name RELX stand for?

R for Responsibility

E for Empathy

L for Leadership

X for (e)Xperience

Responsibility

It is within the fabric of RELX's DNA to acknowledge problems and create solutions that are less harmful to our customers and the world we share. We manufacture e-cigarette devices to make quitting cigarettes easier and safer. Our materials are sourced to comply with the quality and safety requirements used in the production of baby pacifiers.

Empathy

We don't design to ensnare, but to empower. We work to improve the lives of smokers who find it difficult to quit combustible cigarettes, and to design products that allow them to switch over to harm-reduction products.

Leadership

Creating the best products and experiences that set the bar higher for others isn't just about throwing money at a problem, but about investing in people and R&D projects to find the best solutions in science, technology, and design.

(e)Xperience

Rewriting the rules of conventional smoking by delivering the ultimate experience to improve the lives of many. We utilize the power of technology and design with a human approach, to provide the best possible product and customer experience possible.