

A nicotine salt liquid formulation for generating an inhalable aerosol in an electronic cigarette comprising nicotine salt that forms about 0.5 % to about 20 % nicotine is provided. Provided herein is a method of delivering nicotine to a user comprising operating an electronic cigarette to a user wherein the electronic cigarette comprises a nicotine salt formulation comprising a nicotine salt in a biologically acceptable liquid carrier wherein an acid used to form said nicotine salt is characterized by vapor pressure  $>20$  mmHg at  $200^{\circ}\text{C}$ , and inhaling an aerosol generated from the nicotine salt formulation heated by the electronic cigarette.