CLAIMS

1. A method for controlling at least one electric heating element of an electrically heated aerosol generating system for heating an aerosol-forming substrate, the system having a sensor for detecting airflow indicative of a user taking a puff having an airflow duration, the method comprising the steps of:

increasing the heating power for the at least one heating element from zero to a power p1 when the sensor detects that the airflow rate has increased to a first threshold;

maintaining the heating power at power p1 for at least some of the airflow duration; and

decreasing the heating power for the at least one heating element from power p1 to zero when the sensor detects that the airflow rate has decreased to a second threshold, wherein the first airflow rate threshold is smaller than the second airflow rate threshold.

~~2. A method according to claim 1, wherein the first airflow rate threshold is equal to the second airflow rate threshold.~~

~~3. A method according to claim 1, wherein the first airflow rate threshold is smaller than the second airflow rate threshold~~.

2~~4~~. A method according to ~~any preceding~~ claim 1, wherein the step of increasing the heating power for the at least one heating element from zero to power p1 comprises increasing the heating power from zero to power p1 substantially instantly.

3~~5~~. A method according to ~~any preceding~~ claims 1 or 2, wherein the step of decreasing the heating power for the at least one heating element from power p1 to zero comprises decreasing the heating power from power p1 to zero substantially instantly .

4~~6~~. A method according to any of claims 1 or 2~~to 4~~, wherein the step of decreasing the heating power for the at least one heating element from power p1 to zero comprises decreasing the heating power from power p1 to zero gradually.

5~~7~~. A method according to any preceding claim, further comprising, after the step of increasing the heating power for the at least one heating element from zero to power p1, the step of:

increasing the heating power for the at least one heating element from power p1 to power p2, greater than power p1.

6~~8~~. A method according to any preceding claim, wherein the step of maintaining the heating power at a power p1 for at least some of the airflow duration comprises supplying pulses of electric current to the at least one heating element at a first frequency f1 and a first duty cycle.

7~~9~~. A method according to claim 4~~6~~, wherein the step of decreasing the heating power from power p1 to zero gradually comprises supplying pulses of electric current to the at least one heating element at a second frequency f2 and a second duty cycle.

8~~10~~. A method according to claim 5~~7~~, wherein the step of increasing the heating power for the at least one heating element from power p1 to power p2, greater than power p1 comprises supplying pulses of electric current to the at least one heating element at a third frequency f3 and a third duty cycle.

9~~11~~. An electrically heated aerosol generating system for heating an aerosol-forming substrate, the system comprising:

at least one electric heating element for heating the aerosol-forming substrate to form the aerosol;

a power supply for supplying power to the at least one electric heating element; and

electric circuitry for controlling supply of power from the power supply to the at least one electric heating element, the electric circuitry including a sensor for detecting airflow indicative of a user taking a puff having an airflow duration;

wherein the electric circuitry is arranged to increase the heating power for the at least one heating element from zero to a power p1 when the sensor detects that the airflow rate has increased to a first threshold; to maintain the heating power at power p1 for at least some of the airflow duration; and to decrease the heating power for the at least one heating element from power p1 to zero when the sensor detects that the airflow rate has decreased to a second threshold, wherein the first threshold is smaller than the second threshold.

10~~12~~. An electrically heated aerosol generating system according to claim 9~~11~~, wherein the aerosol-forming substrate is a liquid substrate and further comprising a capillary wick for conveying the liquid substrate to the at least one electric heating element.

11~~13~~. Electric circuitry for an electrically heated aerosol generating system, the electric circuitry being arranged to perform the method of any of claims 1 to 8~~10~~.

12~~14~~. A computer program which, when run on programmable electric circuitry for an electrically heated aerosol generating system, causes the programmable electric circuitry to perform the method of any of claims 1 to 8~~10~~.

13~~15~~. A computer readable storage medium having stored thereon a computer program according to claim 12~~14~~.