

Safeguarding the Public's Health

Trading Standards on the frontline of vaping

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Protecting Public Health through the lens of vaping

• Why vaping? Is it a big issue?



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EXCLUSIVE

Health

VAPERS IN HAZE Vapers complain their devices are leaving them exhausted, blurring their vision or giving them constipation

Nick McDermott
21:00, 21 Aug 2022 | Updated: 21:05, 21 Aug 2022

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MailOnline health

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MailOnline

How UK is sleepwalking into a public health disaster with child vaping epidemic: Teenagers hooked on e-cigs reveal how they've been left needing INHALERS after being lured in by shops peddling 'smokeable Fanta'

- Doctors fear there could be wave of illness coming in next decade as more children get hooked on devices
- Vapes have become so rife in schools fire engine callouts are more common as pupils vape in bathrooms
- Teenagers told this website they suffer regular coughing fits and have to use inhaler after a year of vaping

By CONNOR BOYD DEPUTY HEALTH EDITOR FOR MAILONLINE
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Protecting Public Health through the lens of vaping

- **Should it be a big issue?**

[Nicotine vaping in England: 2022 evidence update - GOV.UK](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/107122/nicotine_vaping_in_england_2022_evidence_update.pdf)
www.gov.uk

- **key points**

- **Vaping carries a “fraction of the risks” of smoking**
- **26 adverse reactions reported in 2021 (compared with more than 5000 hospital admissions of children each year due to second hand smoke RCP report 2018)**
- **Vaping is an effective method to help smokers quit**

BUT.....

In 2022 compared to 2021

Intelligence Reports on sales of age restricted items to under 18s:

Alcohol ↓ 11%

Fireworks ↑ 26%

Tobacco ↓ 23%

Knives ↓ 37%

E-cigarettes ↑ 450%

And intelligence reports on the safety of vapes increased by 320%

What is the law?

Nicotine-containing vapes must not:

- Have a nicotine strength of more than 20mg/ml or 2%
- Contain more than 2ml of nicotine-containing liquid

The packaging (box) of a nicotine-containing vape must be labelled with:

- Nicotine strength (e.g. 20mg/ml)
- Volume of nicotine-containing liquid in the product (e.g. 2ml)
- Name, address and telephone number of a GB based responsible person (manufacturer or importer).
- Health warning, which must be this exact wording:

**“THIS PRODUCT CONTAINS NICOTINE WHICH
IS A HIGHLY ADDICTIVE SUBSTANCE”**

and must appear on the front and back of the box and cover at least 30% of the area of each of those surfaces.

Ingredients list

Hazard symbol and associated signal word, either:



WARNING



DANGER

What is the law?

Some ingredients are banned

All e-cigarettes and e-liquids must be notified and published by the MHRA

Nicotine-containing vapes must not:

- **Be sold to under 18s**
- **Be sold to an adult to give to an under 18 (proxy purchasing)**

What are the problems? Products which don't attempt to comply with UK regulations



What are the problems?
Products which are found not to comply
despite being notified and published



BM 600



QM 600

Youth vaping and sales to under 18s

How to make vaping less attractive and less accessible to under 18s while ensuring it is more attractive and accessible to smokers looking to quit?

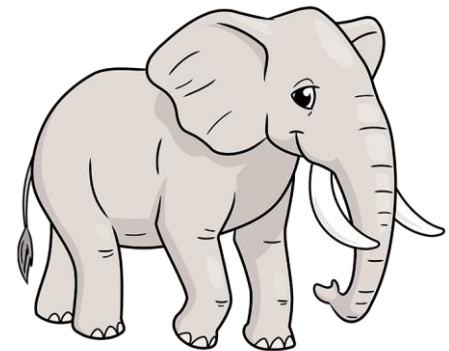
- Packaging
- Price
- Promotion
- Place

Evidence versus hype

The “puff” fallacy

The “everyone is going to become addicted to nicotine” nightmare

The “it’s just a gateway to smoking” fear



Whose responsibility?

To ensure that products sold in Great Britain are legal?

To ensure that vapes are not sold to children?



Challenges for Trading Standards

- **Gaps in legislation**
- **Market Structures**
- **Impact on resources**

NAVIGATING THE NUANCE