



SMOKING vs VAPING

WHAT YOU NEED TO KNOW

SMOKING

...is the inhalation of the smoke from the burning tobacco



CIGARETTES

(COMBUSTIBLE TOBACCO)

Cigarettes contain a combination of harmful chemical compounds



Tar, carbon monoxide and nicotine are the mainstream components of the smoke, but they alone are not responsible for the harmful effects associated with smoking and passive smoking.



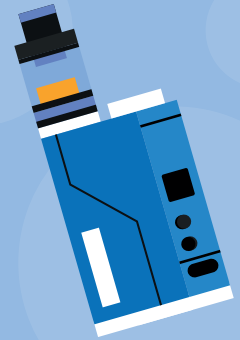
**CARCINOGENIC
CHEMICALS**



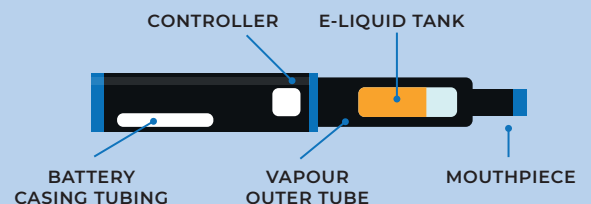
METALS
(some of which are radioactive)

VAPING

...is the act of inhaling and exhaling vapor which **does not contain tobacco**

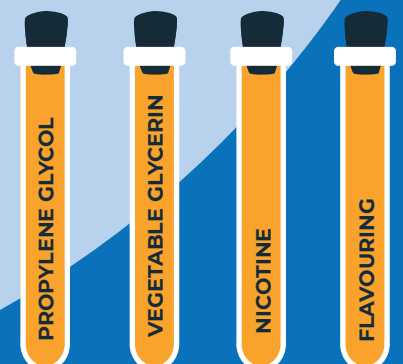


ELECTRONIC VAPING PRODUCTS



Electronic cigarettes, also known as e-cigarettes, are **battery-operated products designed** to deliver **nicotine, flavour and other chemicals** but **not tobacco**.

THE E-LIQUID
IN VAPORIZER
PRODUCTS
USUALLY
CONTAINS:



E-CIGARETTES VS TOBACCO HEATED PRODUCTS

E-cigarettes and Tobacco Heated Products (THPs) are
NOT one and the same.

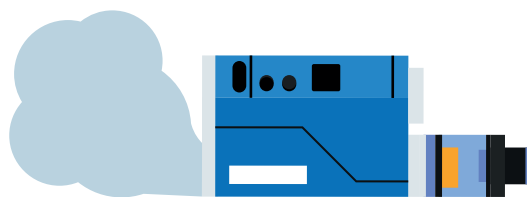


The WHO currently states that there is no evidence to demonstrate that THPs are indeed less harmful than traditional cigarettes.

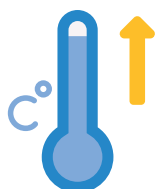
FUNDAMENTAL DIFFERENCES BETWEEN E-CIGARETTES AND THPS



THPs heat tobacco to generate nicotine.



E-cigarettes heat e-liquid, which may contain nicotine and in most cases do not contain tobacco.



In order to produce the nicotine-infused vapor, THPs heat tobacco up to 350°C (lower than 600°C as in conventional cigarettes) using battery-powered heating-systems.



The heating-system enclosed in a device, can be an external heat source to aerosolize nicotine from specially designed cigarettes or a heated sealed chamber to aerosolize nicotine directly from tobacco leaf.

VAPING IS LESS HARMFUL

“The constituents of cigarette smoke that harm health –including carcinogens –are either absent in e-cigarette vapor or, if present, they are mostly at levels much below 5% of smoking doses”

Dr John Schoonbee

95%

E-cigarettes are around 95% safer than smoking.

Public Health England (PHE) found that most of the **chemicals causing smoking-related disease are absent** and the chemicals that are present pose limited danger.

DEMYSTIFYING SOME MYTHS ABOUT VAPING



E-cigarettes are safer than smoking.



Nicotine is addictive, but does not cause cancer.



Tobacco is the biggest cause of preventable death in the UK.



E-cigarettes contain nicotine but not cancer-causing tobacco.



There is no evidence that e-cigarettes harm bystanders.



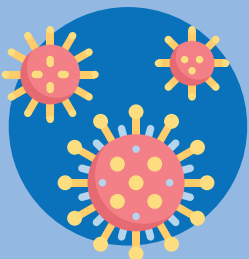
VAPING AS A HARM REDUCTION TOOL

The key finding of the review by Kings College London, is that vaping products containing nicotine were the most popular smoking cessation aid in England last year.

VAPING AND COVID-19



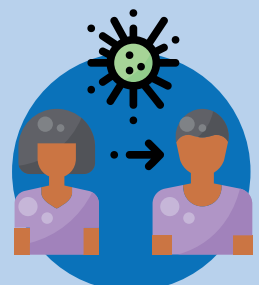
Public Health England has **not found any effect on vaping that may cause any risk of infection** with the COVID-19 virus, or on how it may affect the severity of illness from COVID-19.



The **evidence on the health risks of e-cigarettes is still developing**, however, it's clear that vaping is far less harmful than smoking.



Reduce the risk of infection with the COVID-19 virus by **not sharing vaping devices** with anyone.



VPASA BILL POSITIONS

Plain Packaging



There should be a legal requirement for e-liquid packaging to be tamper-evident and child resistant.

Graphic Health Warning



Health warnings should accurately and factually inform the user of risks. An appropriate health warning would inform consumers, where the e-liquid contain nicotine, that it is addictive.



We support the following text-only general safety warning being applied to our e-liquids: “This product may be hazardous to health. Keep out of reach of children”. We also support the following health warning on nicotine containing vapour products, “This product contains nicotine and is addictive.” To the extent that other health warnings for e-liquids are adopted they should accurately and factually inform the user of the risks and be clearly differentiated from cigarettes.



Health warnings should not be required to occupy more than 30 % of the pack face on which it appears.



Where a claim pertaining to reduced emissions, exposure or risk has been substantiated under an established regulatory process, it should be possible for manufacturers to incorporate it into the health warning.



As a principle, there should be no requirement for a nicotine addictiveness warning on devices as they do not contain nicotine.



Non-nicotine containing e-liquids should carry a general safety warning (e.g. GPSD/EU): “This product may be hazardous to health. Keep out of reach of children”

Ban on Indoor Smoking



Total ban on indoor smoking

Public Smoking Restrictions



Tobacco-free vapor products (e-cigarettes) which do not burn or produce smoke, should not be subject to the same public place usage bans as cigarettes.



Since vapour products are for adults only, their use in areas frequented by minors, such as schools, should be controlled in the same way as other age restricted products like alcohol.



For adult associated private venues, hotels, restaurants, cafes and commercial offices, it should be left to owners to determine whether and in which areas vapour product use should be permitted.

Concealment of ENDS products at points of sale



As with other age-restricted products, the advertising and promotion of vapour products (e-cigarettes) should be allowed to ensure that adult consumers are aware of their availability and attributes so that they can make informed choices; while being restricted to limit exposure to minors.



The content and placement of vapour product advertising materials and promotions should be directed at adult consumers only and should not be placed in media principally directed at those aged under 18 (except where local legal requirements specify a higher minimum age for the lawful sale of such products). This applies to out of home advertising, advertising on TV, radio, video-on-demand, print, digital display (mobile and desktop), social media and cinema –



Advertising and promotion of vapour products should convey accurate and non-misleading information.



Advertising of e-liquids should carry a clear and visible text general safety warning: "This product may be hazardous to health. Keep out of reach of children." Nicotine containing e-liquids should also carry a clear and visible text health warning: "This product contains nicotine and is addictive." Non-nicotine containing e-liquids and device-only advertising should not require a nicotine addictiveness warning as there is no nicotine in either product.



Existing tobacco control marketing and advertising laws should not apply to tobacco-free vapour products.