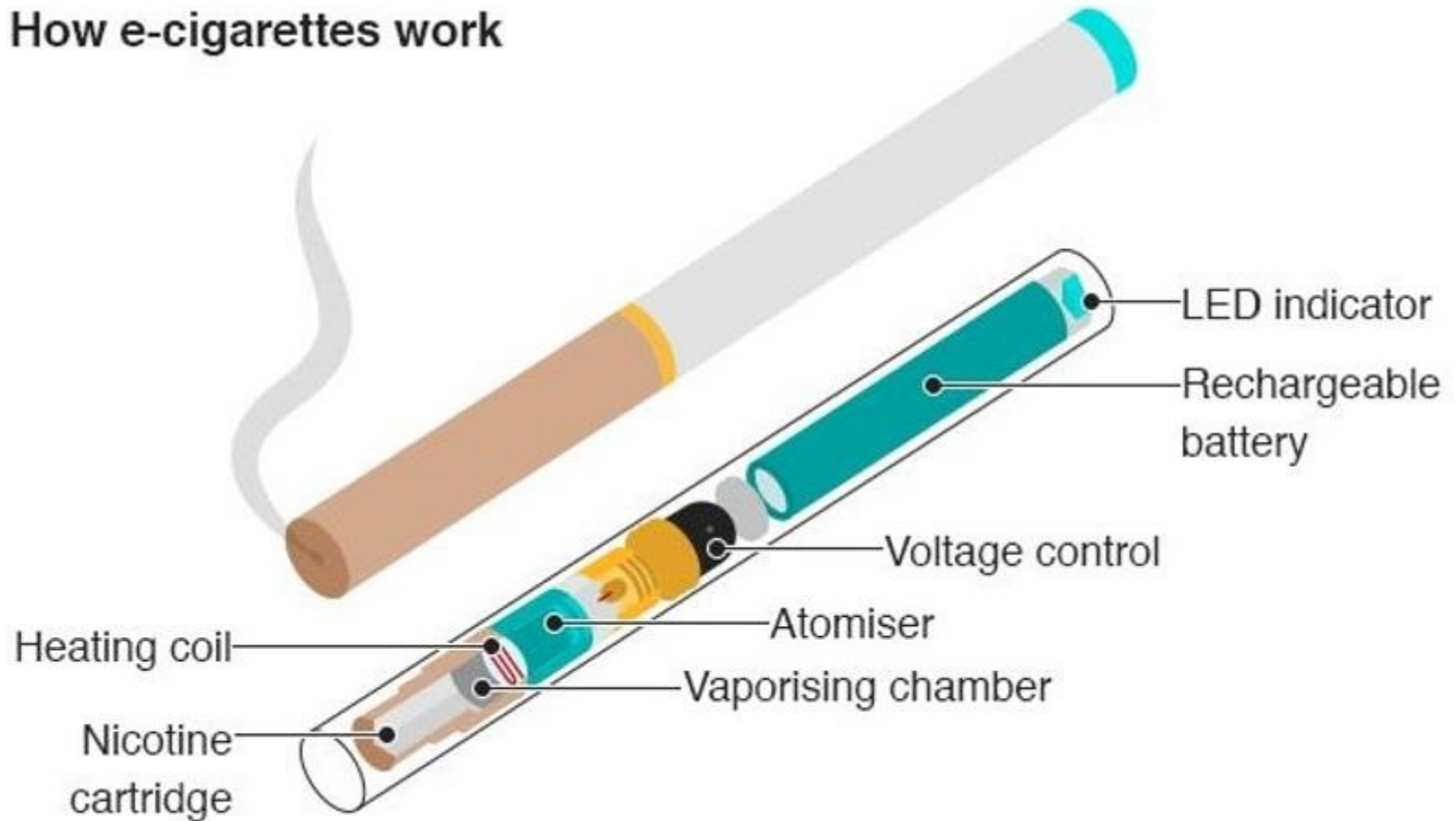
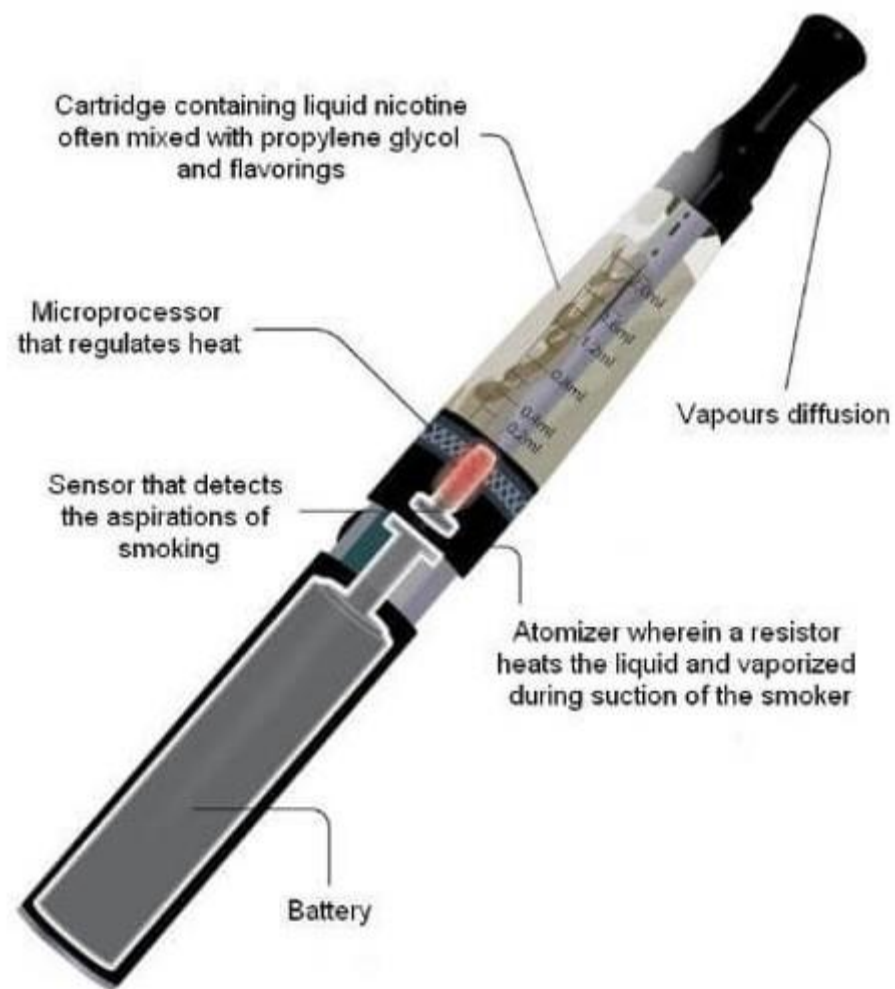


Electronic cigarettes & vaping devices



How e-cigarettes work





VAPING THE FACTS



THERE IS A VERY WORRYING TREND AMONGST YOUNG ADULTS IN THE UK WHERE THE NUMBER THINKING E-CIGS ARE AS BAD OR WORSE THAN CIGARETTES HAS RISEN OVER THE LAST FEW YEARS.

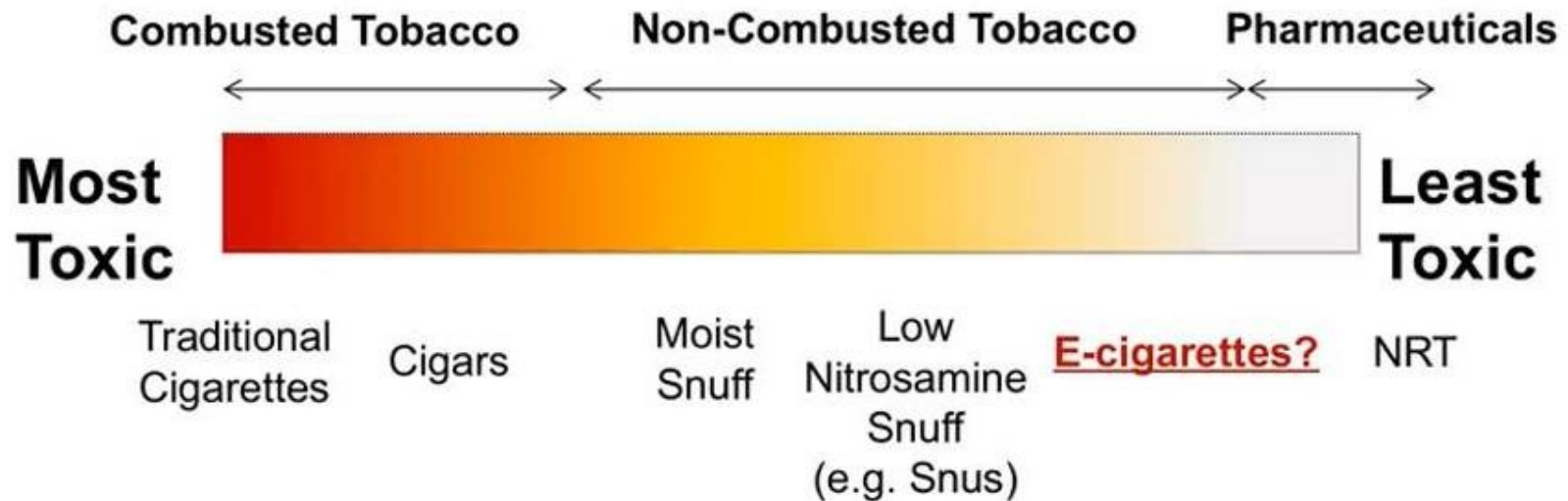
THIS IS DESPITE THE CURRENT EVIDENCE FROM RESEARCH SHOWING JUST THE OPPOSITE.

BAD FOR YOU
OR WORSE THAN
CIGARETTES?

IN PUBLIC HEALTH ENGLAND'S REPORT, 'E-CIGARETTES: AN EVIDENCE UPDATE' IT CONCLUDED THAT "ACCORDING TO ALL THE SCIENCE AVAILABLE, VAPING IS 95% LESS HARMFUL THAN SMOKING. IT IS NOT 'SAFE' BUT COMPARED TO SMOKING IT IS AN ENORMOUS PUBLIC HEALTH WIN."

Much less harmful than cigarettes, but not risk free

Harm Reduction Continuum



Nitrosamines are organic chemical compounds, often carcinogenic



Using e-cigarettes to stop smoking - NHS

[nhs.uk](https://www.nhs.uk)

In recent years, e-cigarettes have become a very popular stop smoking aid in the UK. Also known as vapes or e-cigs, they're far less harmful than cigarettes and can help you quit smoking for good.

These products contain ...

NICOTINE

Vapes are sometimes classed as ENDS (Electronic Nicotine Delivery System)

Nicotine is a highly addictive substance, that causes physical and psychological addiction to the product.

Nicotine causes dependency and changes the workings of your brain.

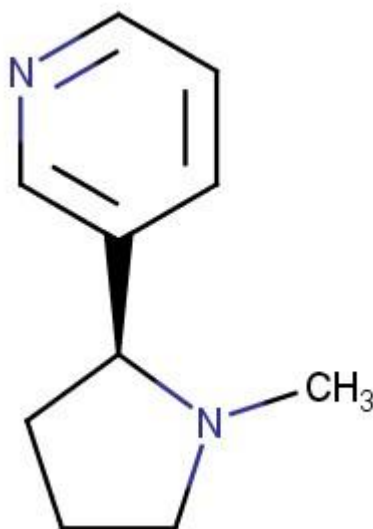
The reason we have traditional cigarettes is they are a 'nicotine delivery device' (In Tobacco companies own words).

You should **not** view vapes as a 'lifestyle' or 'dress product' or an 'accessory' but as a product containing an addictive substance, designed for smoking cessation.

NICOTINE

For 18mg/ml and 20 mg/ml

Danger warning!
Toxic if swallowed



Large doses of nicotine can be physically harmful.



Measures over 18mg should carry a skull and crossbones, meaning *Danger!*

According to the **harmonised classification and labelling** (ATP13) this substance is fatal if swallowed, is fatal if inhaled and is toxic to aquatic life.

Additionally, the classification provided to companies registering chemicals with **REACH** (**Registration, Evaluation, Authorisation and Restriction of Chemicals**) identifies that this substance causes serious eye damage and causes skin irritation.

Health harms associated with Vaping



- Vaping can negatively impact mental health
- Vaping Isn't good For brain development
- Vaping can increase the risk of seizures
- Vaping CAN damage the lungs
- Vaping is linked to poor oral health and gum disease

Health harms associated with Vaping



DISPOSABLE DEVICE

R And M TORNADO 8000
disposable contains 16ml nicotine juice.
Nicotine is harmful. Do not swallow and
keep away from children. Don't use if you
are pregnant or nursing.

INGREDIENTS:

Flavoring & Nicotine
Propylene Glycol(PG)
Vegetable Glycerin(VG)

CALIFORNIA PROPOSITION

65 ▲ WARNING:

This product can expose you to
chemicals including nicotine, which is
known to the State of California to cause
birth defects or other reproductive harm.

For more information, go to
www.P65Warnings.ca.gov

ShenZhen Fumot Technology Co., Ltd
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Xiaobian Town, Dongguan, China, 523843

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LEGAL

The penalty for selling to under 18s is £2500

Proxy sales are also illegal.

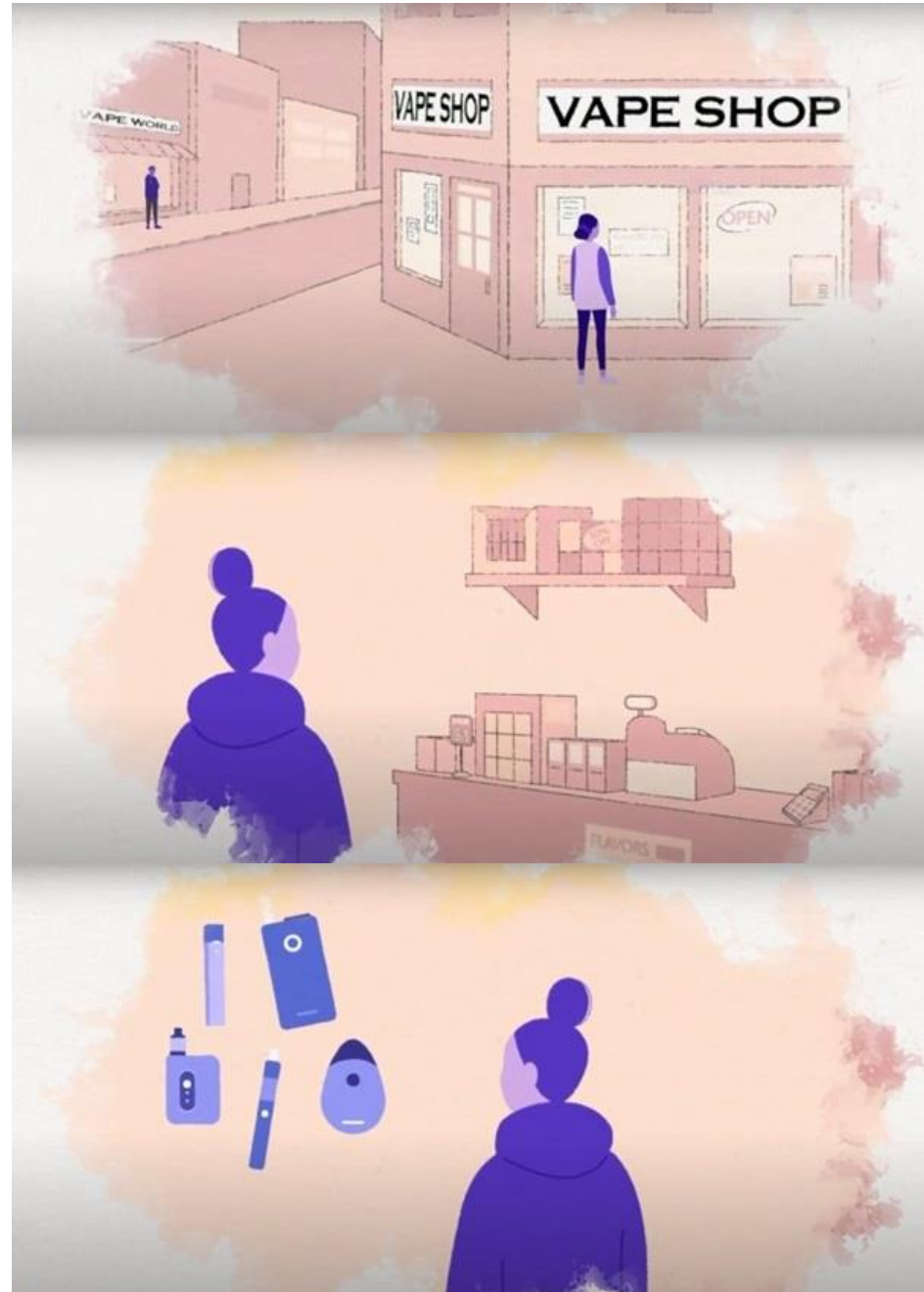
That is when an adult buys a product to give to someone underage.

Wording in law is identical to the proxy sales of cigarettes.

Offence is then by the purchaser not the shop owner

Proxy sales –

Penalty by way of fixed penalty notice - £90



LEGAL



The maximum size and strength of **legal** e-liquids for sale in UK:

Any e-liquid refill container: **10ml**

Device cartridge capacity : **2ml.**

2ml of liquid = 600 puffs = a pack of cigarettes.

The **Maximum** permitted nicotine strength = **20mg/ml.**

Which is **2% nicotine**

LEGAL



The product packaging should feature a label covering 30% of two sides of the packaging, saying

This product contains nicotine which is a highly substance. It is not recommended for

or

'This product contains nicotine which is a highly addictive substance

ARE THEY ALL THE SAME?

THERE ARE DIFFERENT SIZES AND TYPES OF E-CIGARETTE OR VAPING DEVICE BUT THEY WILL HAVE MANY THINGS IN COMMON:

- THERE IS NO BURNING OF TOBACCO
- NO SMOKE WHICH MEANS NO TAR OR CARBON MONOXIDE.



CIGARETTES HAVE OVER 4000 CHEMICALS IN THEM, E-LIQUIDS ARE TYPICALLY MADE UP OF:

- PROPYLENE GLYCOL (PG)
- OR
- VEGETABLE GLYCERIN (VG)
- AND
- NICOTINE AND FLAVOURINGS

ARE THEY ALL THE SAME?

Evolution of the e-cigarette



Types of E-Cigarettes





ARE THEY ALL THE SAME?



E-CIGARETTES AND
HEATED TOBACCO PRODUCTS (HTPs)

'Heat not burn' devices, sometimes called 'Heated Tobacco Products' are NOT vapes, and any health claims that they are as 'safe' as vapes are not proven, and may be false.



IQOS and Glo are heat not burn tobacco products. They are portrayed as reduced risk.

Glo not currently available in UK, but being tested on overseas markets. might be available in future.



SAFE TO USE?

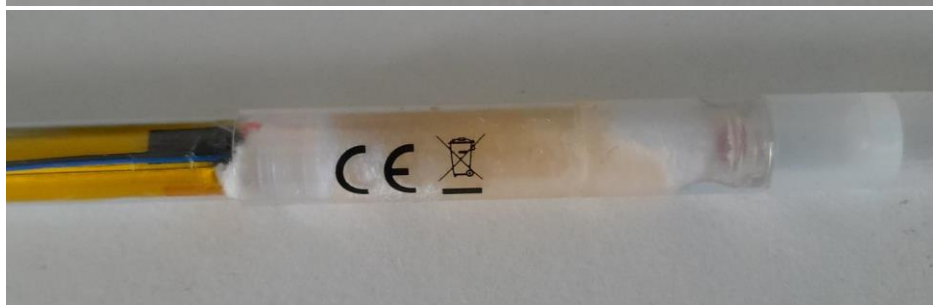
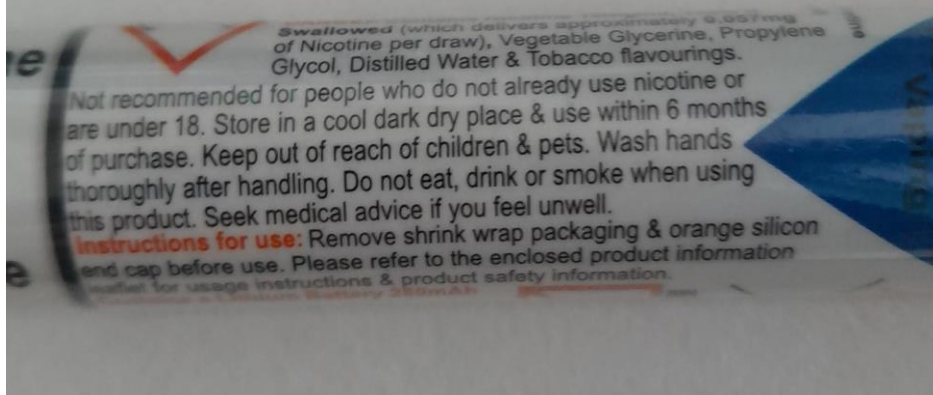
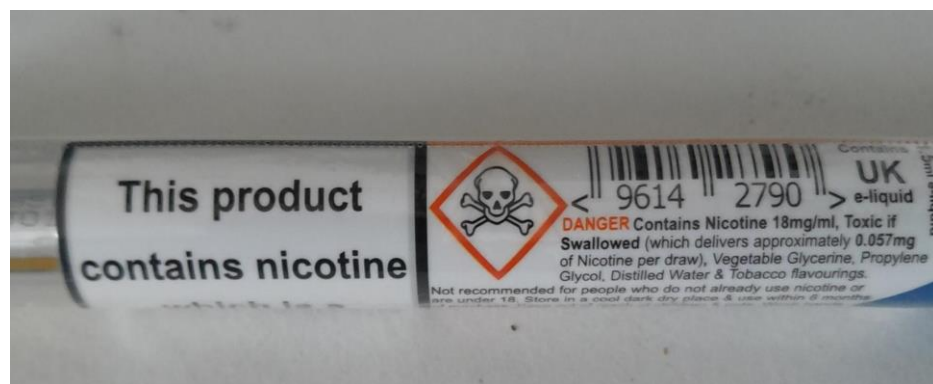
As well as being an alternative to smoking, you must remember that they are an electronic device, which can bring other risks.

There have been cases of batteries exploding when charging, and some cases of a device exploding while being used.

There have been some reports of poisoning of pets, and children ingesting nicotine cartridges. Thankfully, these cases are rare.

Regulations ensure that legal products are as safe as can be. They include regulations on





SAFE TO USE?

The risk of buying illicit vapes (too large, too much nicotine)

- The manufacturers chosen indicator of usage of the single use products to consumers is by stating a number of puffs.
- The standard being used for a **2ml tank is 600 puffs.**
- Trading Standards teams have seized some nicotine vape products from shops, which cannot legally be sold in the UK.
- some of the products seized contained **over 8000 puffs!**
- Some products did not have correct warning labels and did not come with the required information leaflet.
- They contain very high levels of nicotine and we have anecdotal evidence that young people using them **have coughed up blood, experienced nose bleeds and nausea.**



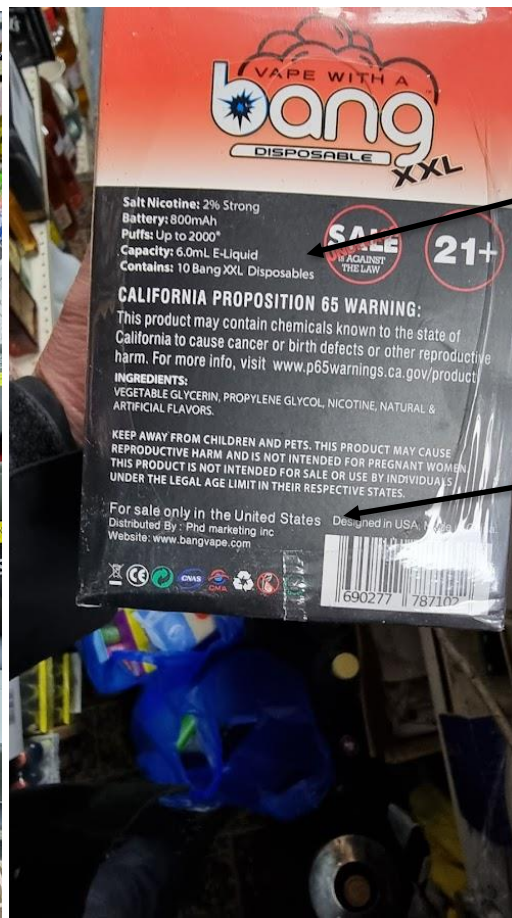
1500 puffs. Over twice legal UK limit. Geek Bar and Geek Bar lite, can be sold. Geek bar pro cannot

Non EU/ Banned US market place products entering supply chain

Large tanks on products

Over strength products

Counterfeit e-cigarettes and capsules



6ML tank

2000 Puffs

US Market only

Big issue is **illegal disposable vapes with excessive tank sizes over 2ml**



Vape products must be registered with the MHRA, before they can be placed on UK market.

As well as non-compliant US vapes being too large, **they have not been registered, so we don't know exactly what's in them, for safety purposes.**

SAFE TO USE?

Danger of Banned ingredients

DIACETYL



Danger of the unregistered device being toxic when used

FORMALDEHYDE



SAFE TO USE?

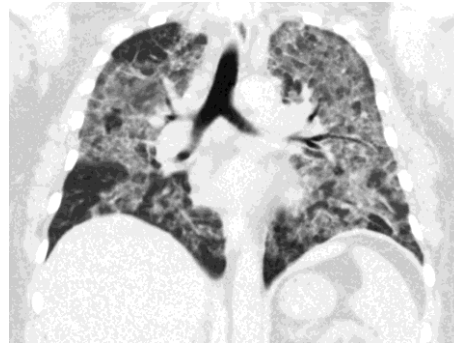
The risk of buying illicit or adulterated vape liquid, and possibly vaping THC

EVALI (E-cigarette, or Vaping, Associated Lung Injury)

Characteristics of EVALI include

respiratory symptoms:

cough,
chest pain,
shortness of breath



gastrointestinal symptoms:

abdominal pain,
nausea,
vomiting, and diarrhea.

2,668 cases of EVALI were reported in America 2019 – 20, including 60 deaths.

Many of those killed were teenagers, with the youngest being just 13 years old.

SAFE TO USE?

It's believed The EVALI lung disease outbreak only happened to Americans using adulterated, black market, vape products, and liquids, that contained THC.

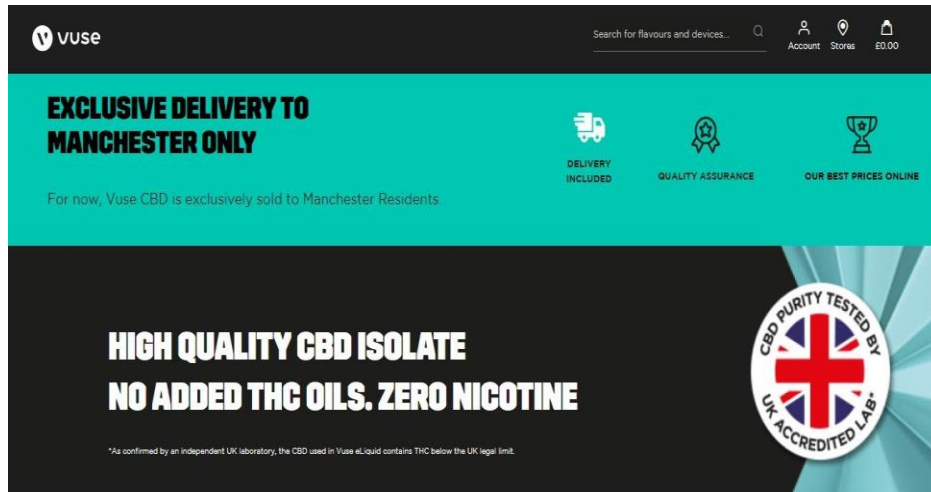


The CDC now recognise that the **likely** cause is

Vitamin E Acetate added to illicit cannabis vaping fluids (containing THC).

So is CBD oil without THC and vitamin E acetate safe to vape??

CBD (Cannabinoid) vapes are now on sale, following trials in the UK



vuse Search for flavours and devices... Account Stores £0.00

EXCLUSIVE DELIVERY TO MANCHESTER ONLY

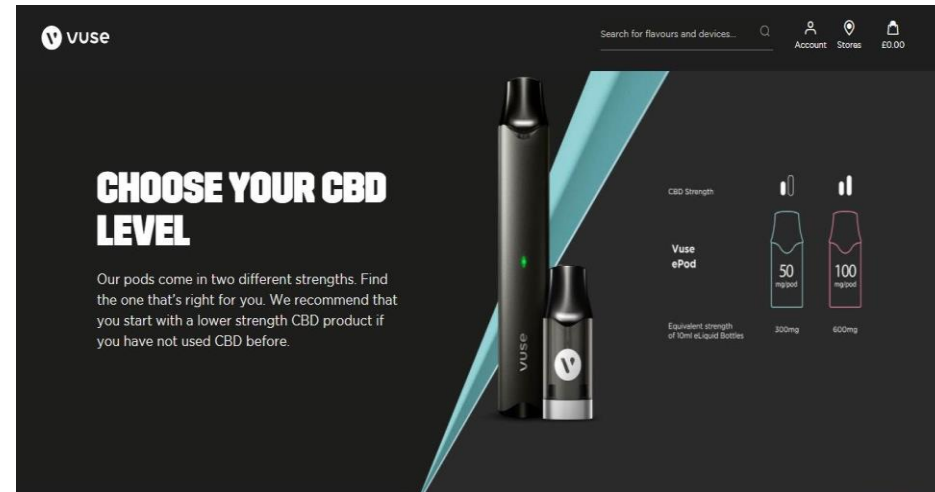
For now, Vuse CBD is exclusively sold to Manchester Residents.

DELIVERY INCLUDED **QUALITY ASSURANCE** **OUR BEST PRICES ONLINE**

HIGH QUALITY CBD ISOLATE
NO ADDED THC OILS. ZERO NICOTINE

*As confirmed by an independent UK laboratory, the CBD used in Vuse eLiquid contains THC below the UK legal limit.

CBD PURITY TESTED BY UK ACCREDITED LAB*



vuse Search for flavours and devices... Account Stores £0.00

CHOOSE YOUR CBD LEVEL

Our pods come in two different strengths. Find the one that's right for you. We recommend that you start with a lower strength CBD product if you have not used CBD before.

CBD Strength

Vuse ePod	50 mg pod	100 mg pod
Equivalent strength of 10ml e-liquid bottles	300mg	600mg

CBD vape liquids now available from shops.
Presented as healthy (?)





British retailers and consumers are being warned about fake vape products following an investigation into Chinese fake vape factories by ELFBAR.

Potentially dangerous counterfeit disposables are flooding into the UK market that are being produced in squalid Chinese factories with no regard for product safety.

Investigation has shown production lines where vape components are randomly strewn around makeshift workstations in a filthy factory full of dirt and rubbish.

ELFBAR warns that consumers face a 'significant risk' from using these illegal counterfeit products.

Targeting young people ?



Targeting young people ?





TRENDY GATEWAY TO SMOKING?

THERE ARE SOME YOUNG PEOPLE WHO HAVE DECIDED TO TRY E-CIGARETTES WHO HAVE NEVER SMOKED, BUT THE NUMBERS ARE VERY LOW AND EVIDENCE SHOWS THAT THEY TYPICALLY DO NOT KEEP VAPING.

THE VAST MAJORITY OF YOUNG PEOPLE VAPING ARE EITHER EX-SMOKERS OR CURRENT SMOKERS, VAPING AS WELL AS SMOKING. WE SHOULD MAKE SURE HOWEVER THAT E-CIGARETTES ARE NOT SHOWN OFF AS TRENDY DEVICES OR LIFESTYLE ACCESSORIES, BUT MIGHT BE AN AID TO SOMEONE LOOKING TO STOP SMOKING.

While some young people experiment with e-cigarettes, particularly those who have tried smoking, regular use remains low.

Use of e-cigarettes remains largely confined to current or former smokers.

The overwhelming majority of 11-17 year olds who have never smoked, have never used an e-cigarette.

NHS Digital's 'Smoking, Drinking and Drug Use among Young People in England, 2021' published in September 2022, shows that current regular and occasional use of e-cigarettes in 11- to 15-year-olds is at 9%

JUUL The biggest selling vape device in America has now been banned from sale there.

JUUL **did not** provide enough evidence to show its product was not harmful or toxic, or that's its marketing was not harmful to public health by appealing to youth.



JUUL pods contain **5% nicotine**. 150% more than is permitted in legal UK vapes.

At this level it is considered a health risk, especially to youth as it can affect brain development.

BAT Only now looking at the science of Vaping its Vuse products!

British American Tobacco is to conduct the “first real-world study assessing the **impact** of Vuse **on indicators for several smoking-related diseases**”. BAT says this demonstrates its focus on science and innovation to deliver “A Better Tomorrow” and **reduce the health impact of its business**.

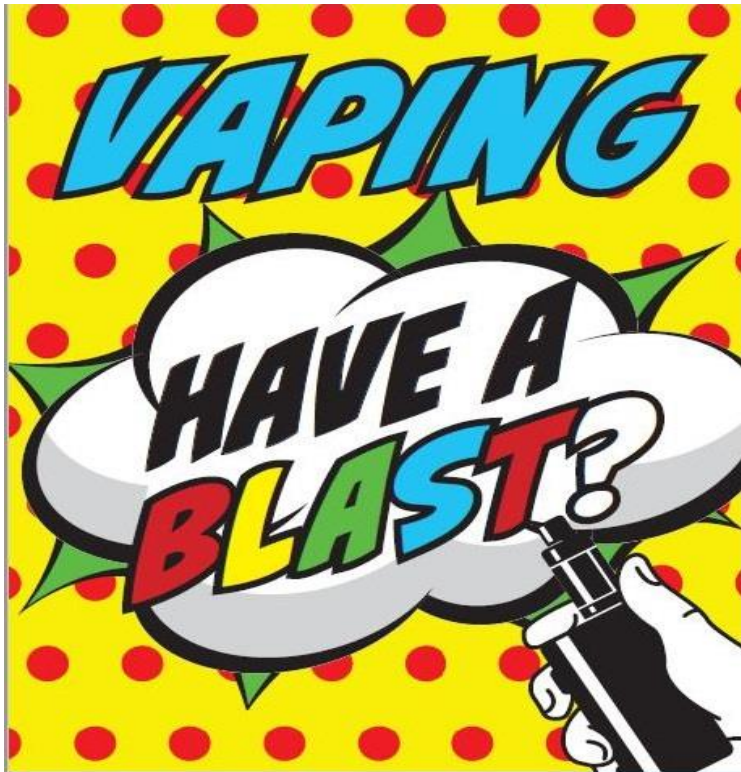


The study compares biomarker measures from Vuse consumers who have been using the product for over six months with the results from smokers, former smokers and never smokers.

The biomarkers selected are important indicators that can be used to demonstrate:

- Biomarkers of Exposure: A person’s exposure to certain toxicants or chemicals
- Biomarkers of Potential Harm: Indicators of potential harm related to several smoking-related diseases, such as respiratory or cardiovascular disease

- B Bad for you or worse than smoking?
- L Legal age to buy, and dangers of illegal vapes etc?
- A Are they all the same?
- S Safe to use?
- T Targeting young people? Trendy gateway to smoking?



- Vaping is far **less harmful** than smoking
- Vaping can help people quit smoking
- If you don't smoke: don't vape
- Vaping is not for under 18s

