

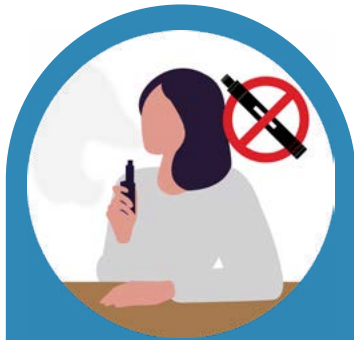
Understanding the Impact

VAPING ADVERTISING BAN

The proposed Tobacco Bill lumps vaping and smoking together, ignoring their differences.

Smoking burns tobacco and poses health risks while vaping heats liquid and has fewer

risks. The Bill seeks to prohibit the display of vaping products in shops. This means advertising, promotion and the display of vapour products will no longer be allowed.



THE CHALLENGES

- Sections 3(1), 3(2)(a-c) and 3(4)(e-f) restricts all domestic and cross-border advertising, promotion and sponsorship of vapour products, limiting visibility and ability to compete and provide reliable information
- Section 3(5)(d-e) prohibits the promotion and sale of vapour products as less-harmful alternatives to traditional tobacco products, hindering harm-reduction efforts and prohibiting education and awareness



THE SOLUTIONS

- Permitted channels of advertising and promotion should be adult-oriented
- All promotion of nicotine-containing vapour products must clearly indicate that it contains nicotine content
- Advertising and promotion must be limited to retail channels, i.e., not educational or health facilities
- Advertising and promotion must not target persons under the age of 18



THE CONSEQUENCES

- Imprisonment of up to 10 years and fines for specific violations*, including but not limited to:
 - Breaching the retail display ban
 - Contravening or causing others to contravene the advertising, promotion and sponsorship prohibitions
 - Using a list with product names and prices that don't adhere to legal requirements



THE KEY TAKEAWAYS

- The proposed Bill should:
 - Allow retailers and advertisers to create responsible communications
 - Allow retailers and advertisers to communicate in the best way possible to help consumers make informed decisions
 - Provide for retailers and advertisers to take reasonable precautions not to target persons under the age of 18 when advertising or promoting vapour products

#NoSmokeJustVapour



VAPOUR PRODUCTS
ASSOCIATION

* Sections 2(6), 3(1-3), 3(5)(a,e), 3(6), 4(3-4), 5(2-3), 6(3), 7(1-3), 7(4)(b), 7(5) and 10(1-2)