

# Use of e-cigarettes (vapes) among young people in Great Britain

June 2023

## Summary of key findings

In March/April 2023 the proportion of children experimenting with vaping had grown by 50% year on year, from one in thirteen to one in nine. Children's awareness of promotion of vapes has also grown, particularly in shops where more than half of all children report seeing e-cigarettes being promoted, and online where nearly a third report e-cigarette promotion. Only one in five children now say they never see vapes promoted, down from 31% last year. It is an offence to sell e-cigarettes to children under 18 in the United Kingdom. 'Children' means those aged 11-17 years old, unless otherwise specified.

### PATTERNS OF USE

- In 2023 20.5% of children had tried vaping, up from 15.8% in 2022 and 13.9% in 2020 before the first COVID lockdown. The majority had only vaped once or twice (11.6%), while 7.6% were currently vaping (3.9% less than once a week, 3.6% more than once a week) and the remainder (1.3% in 2023) saying they no longer vape.
- The 50% growth in experimentation (trying once or twice) from 7.7% in 2022 to 11.6% in 2023 was significant, while the change in current vaping (from 6.9% to 7.6%) was not. [See Appendix 1 for explanation of significance].
- Since 2021 the proportion of current vaping has been greater than that of current smoking (7.6% compared to 3.7% in 2023).
- The proportion of never smokers who have tried vaping is 11.5%. However, eight out of ten children have never smoked, so this amounts to nearly half (48%) of children who have ever tried vaping. Most (62%) of those who have never smoked but have vaped have only tried once or twice, while most (70%) current vapers have also tried smoking.
- There is an age gradient both for 'ever' and 'current' vaping. Among 11-15 year olds 15% have ever tried vaping, compared to 34% of 16-17 year olds and 38% of 18 year olds. The figures for current use are 4.6% among those aged 11-15, 15% for 16-17 and 18% for 18-year-olds.

### REASONS FOR VAPING

- More than half of never smokers say they vape 'just to give it a try' compared to a quarter of those who have ever smoked. Around one in five ever and never smokers say 'other people do it so I join in' while 21% of ever smokers say they vape because they 'like the flavours' compared to 12% of never smokers.
- The proportion vaping 'just to give it a try' has gone down since last year, while saying they vape because others do has grown, while those saying 'I like the flavours' has remained the same.
- For the first time this year, most children wrongly believe that vaping is about the same or more harmful than smoking. This includes nearly half those who have tried vaping, so believing vaping is harmful does not appear to be putting children off trying vaping.

### MAIN SOURCE AND TYPE OF PRODUCT USED

- The most frequent source of vapes is shops (48%), closely followed by given (46%) and informal purchase (26%). Multiple options were allowed, and fewer than one in ten (7.6%) gave the internet as a source.
- In 2023 69% said the most frequently used device was a disposable (single use) vape up from 52% in 2022 and 7.7% in 2021. The most popular brand was Elf Bar.

- The most popular flavours are fruit (60%), followed by sweet or soft drink (25%).

### PROMOTION OF VAPING TO CHILDREN

- There was a significant growth in awareness of promotion of e-cigarettes in shops between 2021 and 2022. In 2023, more than half of all children (53%) were aware of promotion in shops, and nearly a third (32%) online. Only one in five (20%) say they never see e-cigarettes being promoted, down from 31% last year.
- Although selling vapes to children is illegal, giving them out for free is not, and it is of concern that 2.1% of children who have ever tried vaping report that their first vape was given to them by an e-cigarette company. There are wide confidence intervals so this could range between 9,000 and 38,000 children in Great Britain.

In conclusion, youth vaping is continuing to grow, as is children’s awareness of promotion. The big increase in the use of disposable products has happened concurrently with higher levels of youth use, although the survey is cross sectional and so does not prove this is causal in either direction.

## Introduction

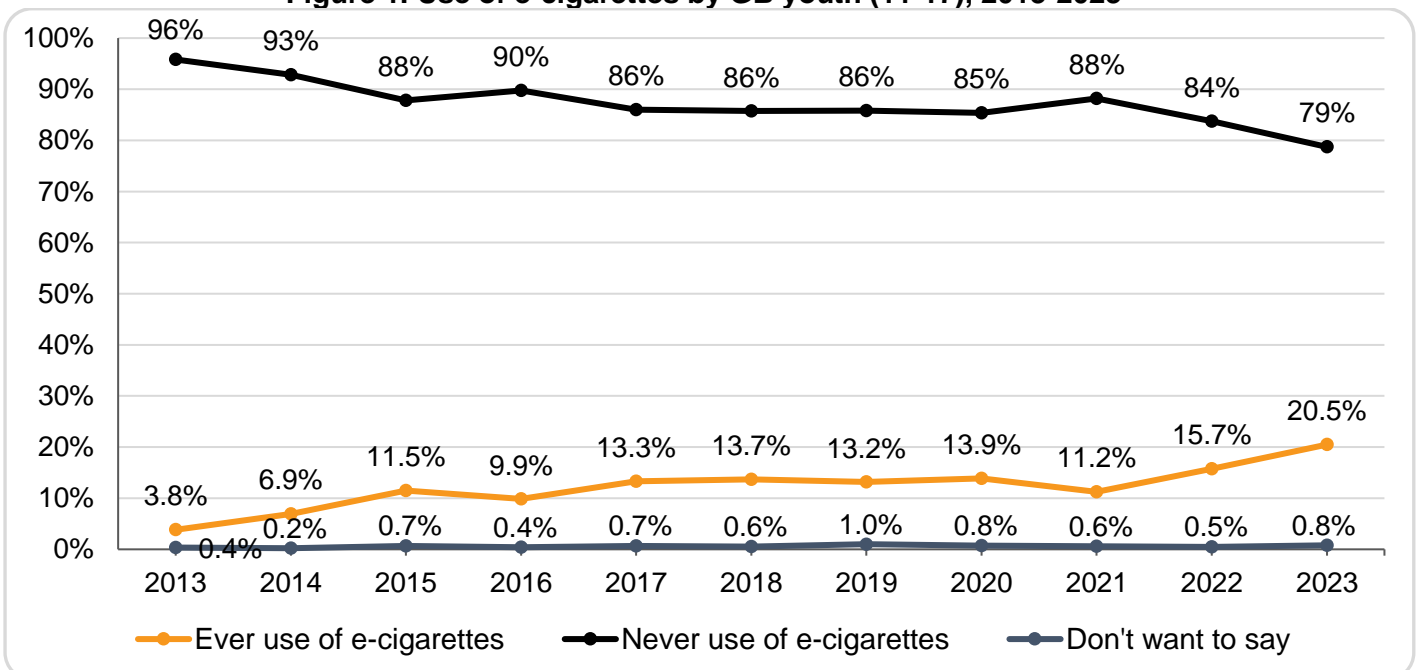
The survey of smoking and vaping attitudes and behaviour among 11-18 year olds, has been carried out annually in Spring each year by YouGov for ASH since 2013. The methodology is set out in Appendix 2. This factsheet largely presents the results for those aged 11-17 as it is illegal to sell vapes to children under 18. For information on adult vaping see our fact sheet on adult use.<sup>1</sup> For a summary of regulations on e-cigarettes see Appendix 1.

## Patterns of use

### VAPING

In 2023 a large majority of 11-17 year olds (children) have never tried e-cigarettes (79%) but the proportion that have vaped has grown significantly in the last year. Only 3.5% of children now say they are not aware of e-cigarettes compared to 36% in 2013 when the survey started.

**Figure 1. Use of e-cigarettes by GB youth (11-17), 2013-2023**

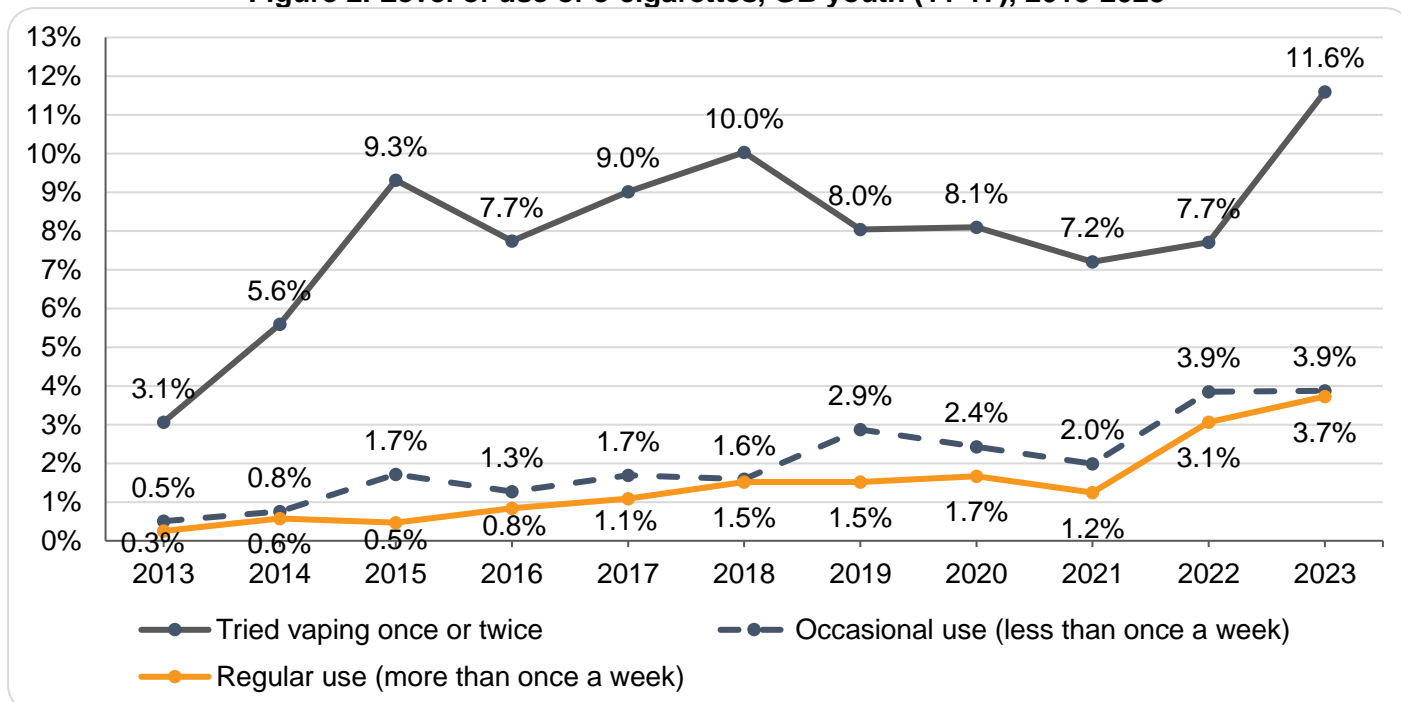


**ASH Smokefree GB Youth Surveys, 2013-2023.** Unweighted base: All 11-17 year olds (2013=1,895, 2014=1,817, 2015=1,834, 2016=1,735, 2017=2,151, 2018=1,807, 2019 =1,982, 2020 =2,029, 2021=2,109, 2022=2,111,

In 2023, 20.5% had tried vaping, compared to 15.8% in 2022, 11.3% in 2021 and 13.9% in 2020. Data collection for 2020 was mainly prior to the first lockdown while data collection in 2021 followed almost a year of the pandemic, as we were beginning to emerge from the third lockdown. Lower levels of vaping in 2021 may therefore be associated with the impact of the pandemic on young people’s lives.

Experimentation (trying once or twice) has grown significantly by about a half, from 7.7% in 2022 to 11.6% in 2023 (see figure 2). The change in current vaping (regular and occasional) from 6.9% to 7.6% is not significant, as the difference year on year could be due to chance (see Appendix 2 for full explanation).

**Figure 2. Level of use of e-cigarettes, GB youth (11-17), 2013-2023**

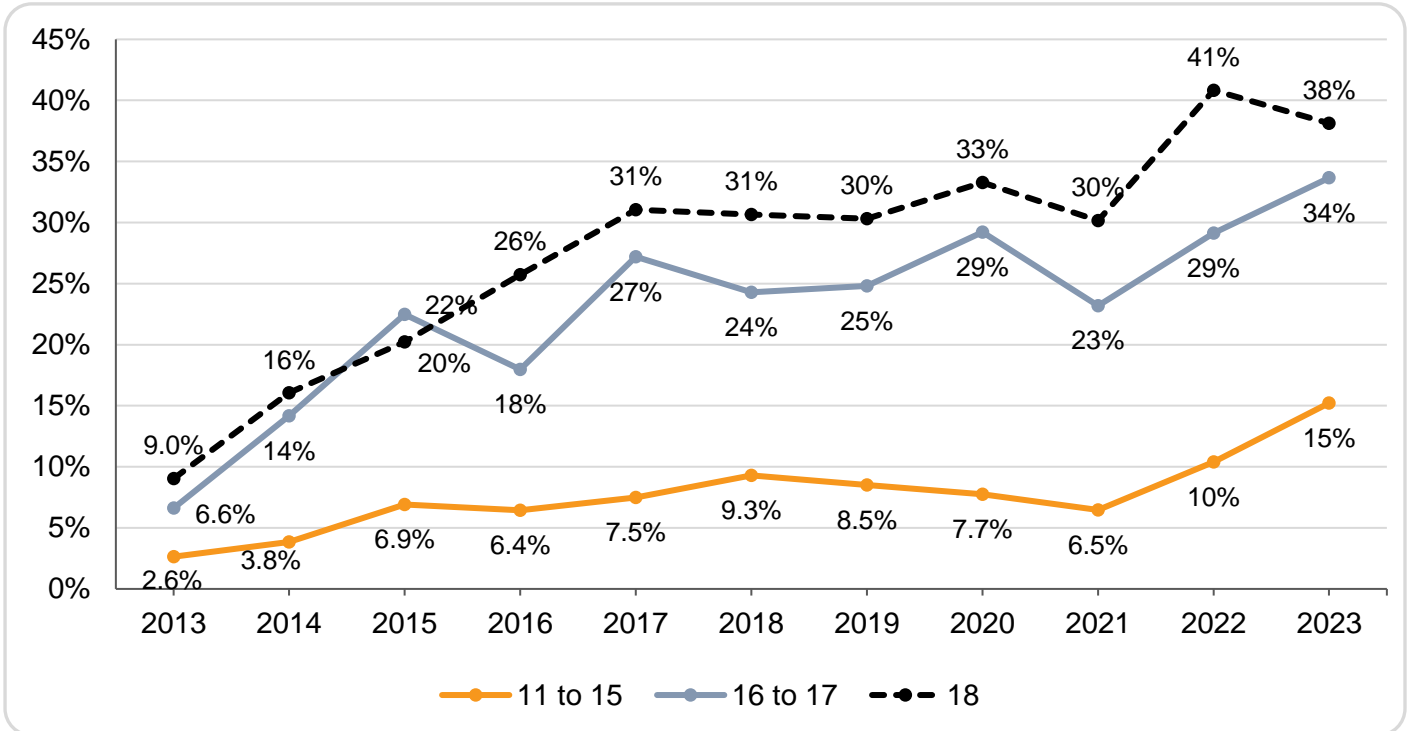


**ASH Smokefree GB Youth Surveys. 2014-2023.** Unweighted base: All 11-17 year olds (2013=1,895, 2014=1,817, 2015=1,834, 2016=1,735, 2017=2,151, 2018=1,807, 2019 =1,982, 2020 =2,029, 2021=2,109, 2022=2,111, 2023=2,028)

## Age gradient in vaping

The prevalence of regular use and experimentation increases with age. Ever use has increased across all age groups but is highest in the older age groups with 15% of 11 to 15 year olds ever having vaped compared with 34% of 16 and 17 year olds and 38% of 18 year olds (Figure 3).

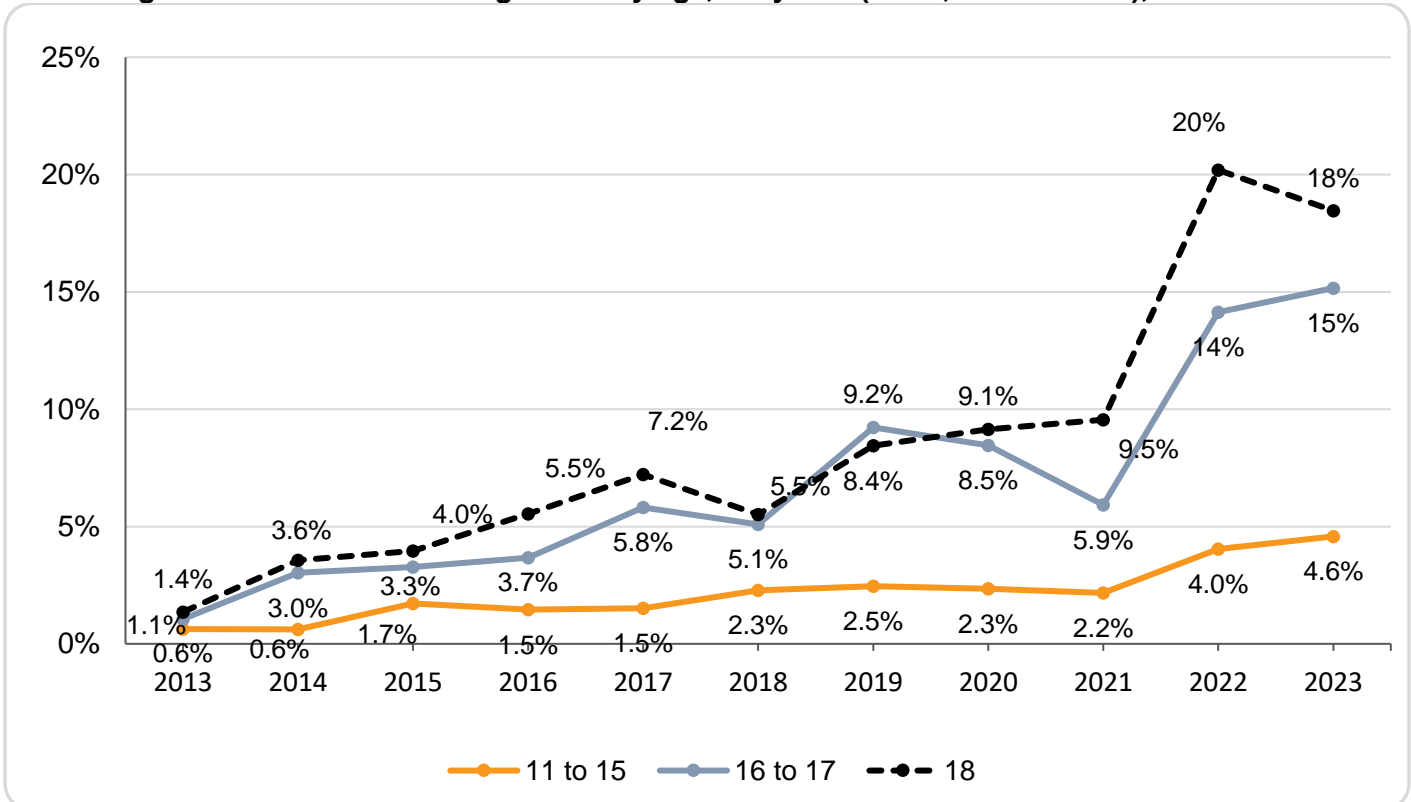
**Figure 3. Ever use of e-cigarettes by age, GB youth (11-15, 16-17 and 18), 2013-2023**



ASH Smokefree GB Youth Survey, 2023. Unweighted bases: All 11-18 year olds (n counts in table in the appendix).

Of 11-15 year olds, only 4.0% currently use e-cigarettes, compared to 14.1% of 16-17 year olds (Figure 6). Current use is defined as any use of e-cigarettes, thus excluding those only trying them once or twice or saying 'I used to use e-cigarettes in the past but no longer do'.

**Figure 4. Current use of e-cigarettes by age, GB youth (11-15, 16-17 and 18), 2013-2023**

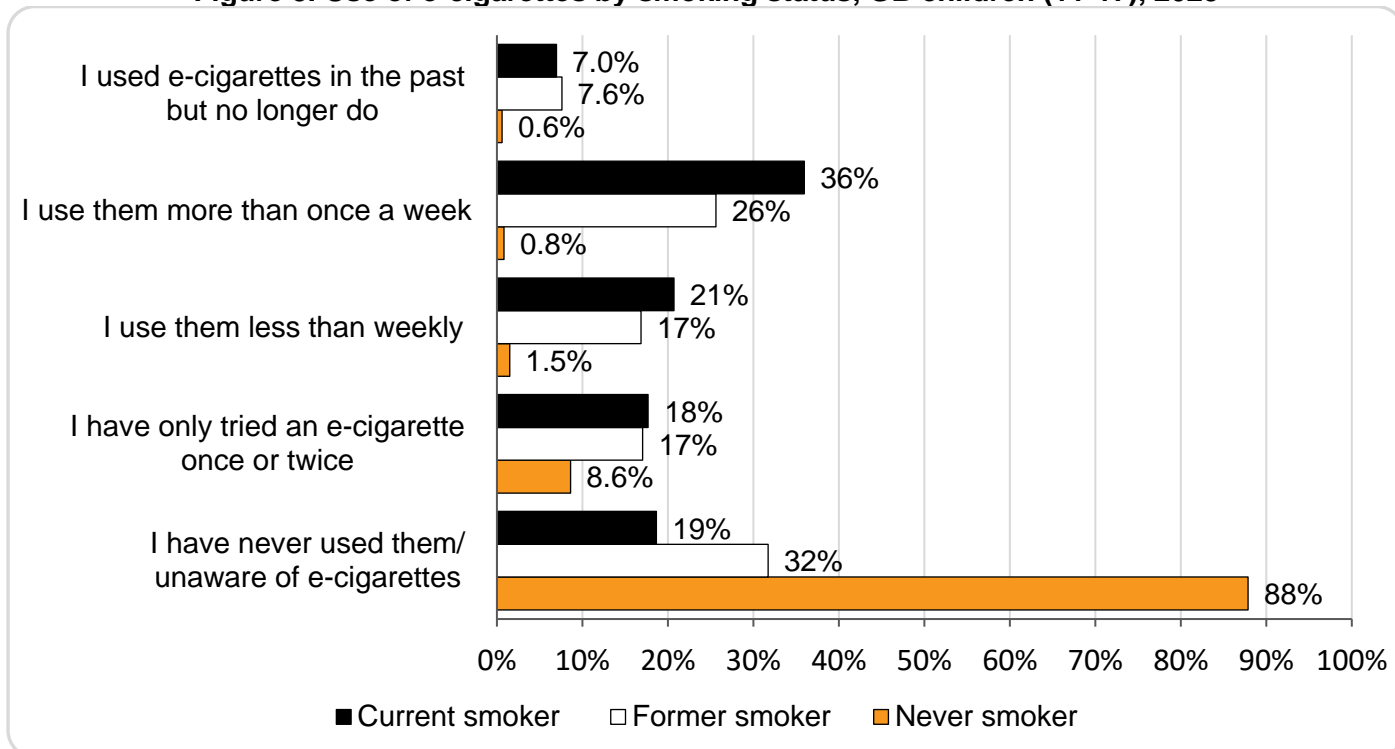


ASH Smokefree GB Youth Survey, 2013-2023. Unweighted bases: All 11-18 year olds (n counts in table in the appendix).

## Smoking and vaping

Use of e-cigarettes remains largely confined to current or former smokers with 88% of never smokers never having vaped (including those saying they are unaware of e-cigarettes). (Figure 5)

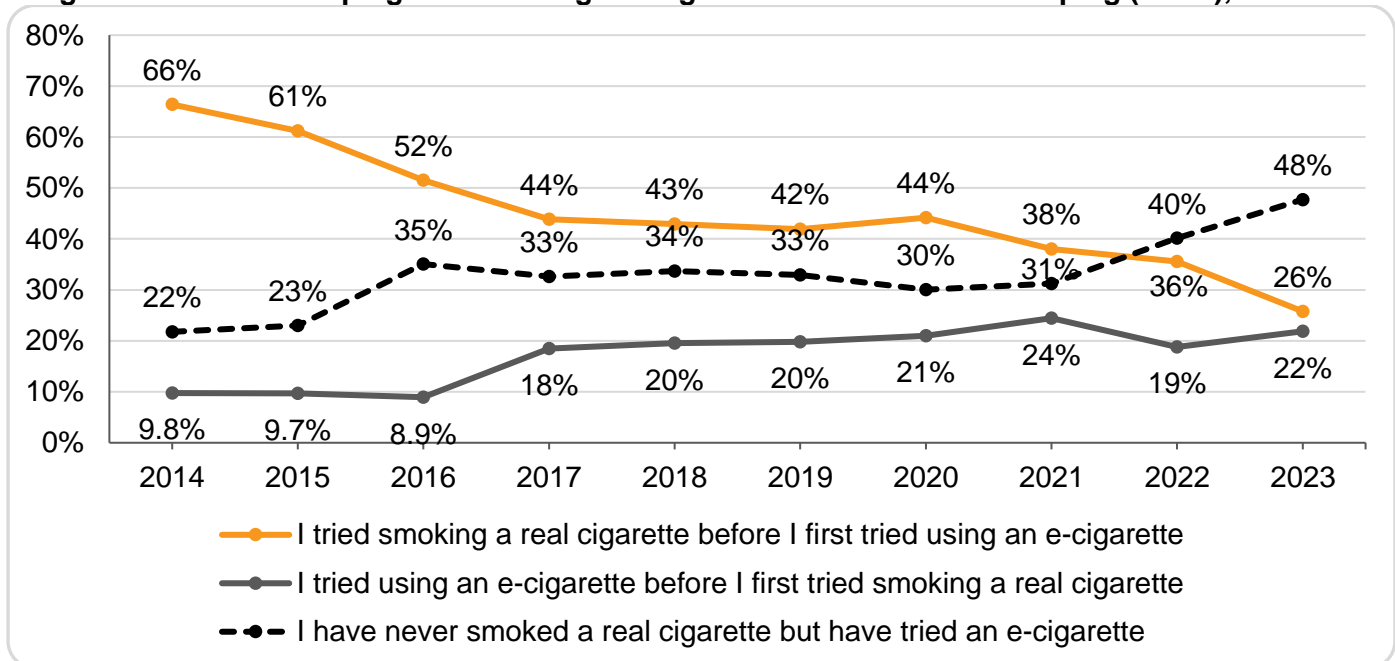
**Figure 5. Use of e-cigarettes by smoking status, GB children (11-17), 2023**



ASH Smokefree GB Youth Survey, 2023. Unweighted base: All 11-17 year olds (never smokers=1,673, former smokers=58, current smokers=88).

The proportion of never smokers who have ever tried vaping is 11.5%. However, this amounts to nearly a half (48%) of children who have ever have tried vaping, as the vast majority of children (88%) don't smoke. (Figure 6)

**Figure 6. Pattern of vaping and smoking among children who had tried vaping (11-17), 2014-2023**



ASH Smokefree GB Youth Survey, 2014-2023. Unweighted base: 11-17 year old respondents who said they have tried an e-cigarette (2014=118, 2015=210, 2016=168, 2017=279, 2018=254, 2019=301, 2020=327, 2021=266, 2022=390, 2023=472).

Table 1 looks at the order of use comparing those who currently vape with those who have only vaped once or twice. Most (62%) of those who have never smoked but have vaped have only tried vaping once or twice. Most (70%) current vapers have also tried smoking. For both experimental and current vapers who have tried smoking, it is more likely they tried smoking before vaping than the other way around.

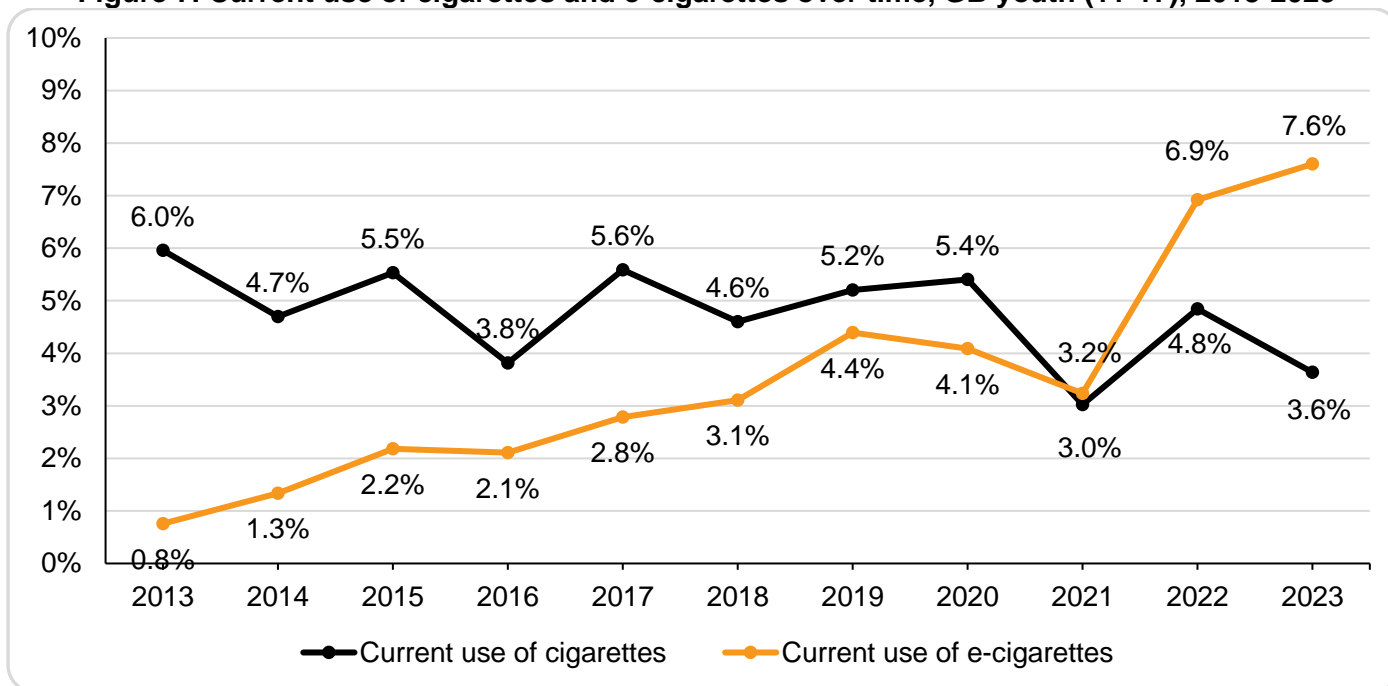
**Table 1. Order of use between tobacco cigarettes and e-cigarettes, experimental vs current e-cigarette users, GB youth (11-17), 2023**

Smoking status	Vaping status	
	Experimental vaper	Current vaper
I have never smoked	62%	26%
I have tried smoking/ever-smoker	34%	70%
I tried smoking before I tried vaping	18%	38%
I tried vaping before I tried smoking	15%	32%

ASH Smokefree GB Youth Survey, 2023. Unweighted base: 11-17 year old respondents who either said they had tried e-cigarettes once or twice=252, 11-17 year old respondents who said they currently use e-cigarettes=187

Neither current vaping nor current smoking have grown significantly since 2022, but there is a clear upward trend in current vaping since it was first measured in 2014. Since 2021 the proportion of children currently vaping has been greater than those currently smoking (7.6% compared to 3.6% in 2023).

**Figure 7. Current use of cigarettes and e-cigarettes over time, GB youth (11-17), 2013-2023**

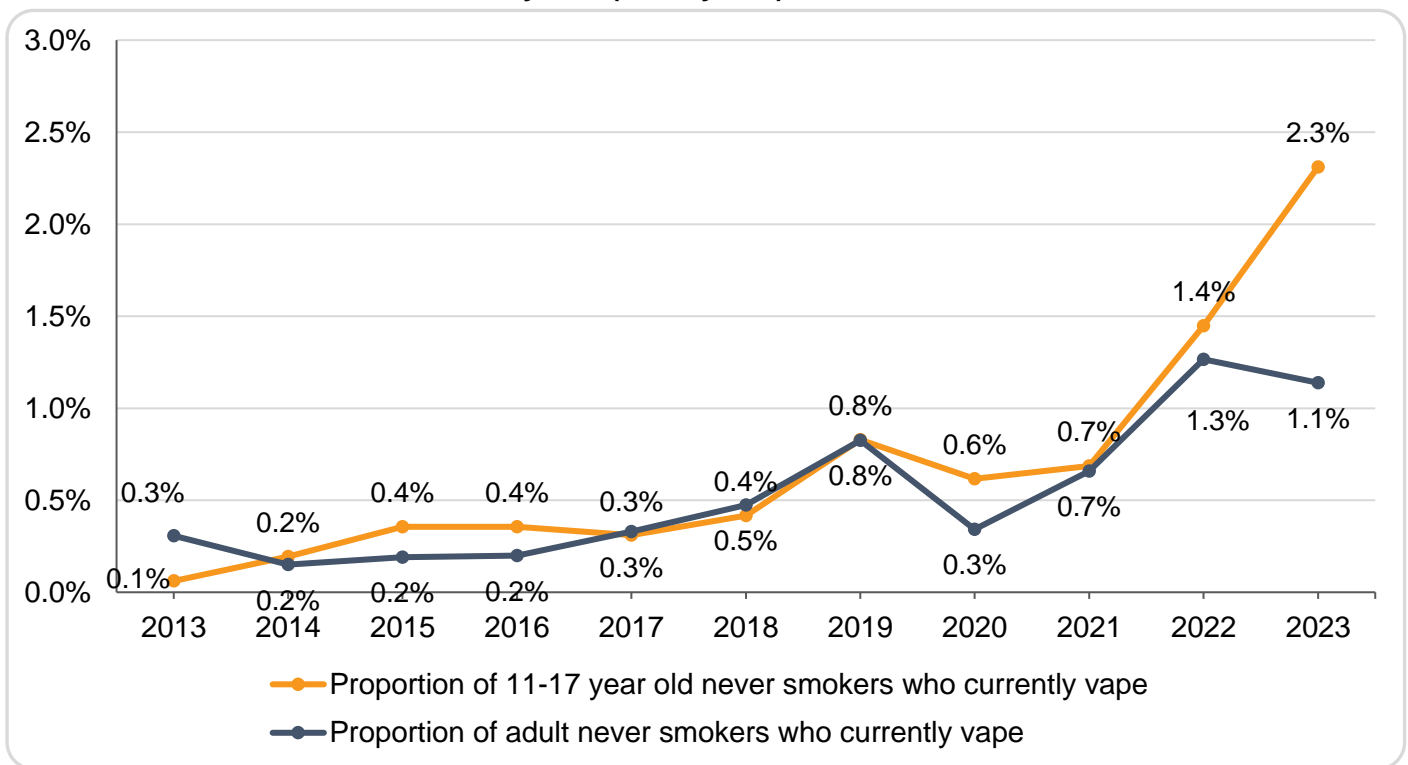


ASH Smokefree GB Youth Surveys, 2013-2023. Unweighted base: All 11-17 year olds (2013=1,895, 2014=1,817, 2015=1,834, 2016=1,735, 2017=2,151, 2018=1,807, 2019=1,982, 2020=2,029, 2021=2,109, 2022=2,111, 2023=2,028)

Current use of e-cigarettes among 11-17 year olds is considerably higher among current smokers (57%) than former smokers (42%) or never smokers (2.3%).

However, since 2020 current vaping among never smokers is more common among children than adults 18+ and the difference is continuing to grow, with 2.3% of child never smokers currently vaping in 2023, compared to 1.1% of adult never smokers. (Figure 8)

**Figure 8. Types of vaping and smoking experience compared, GB adults & GB youth (11-17 years), 2013-2023**



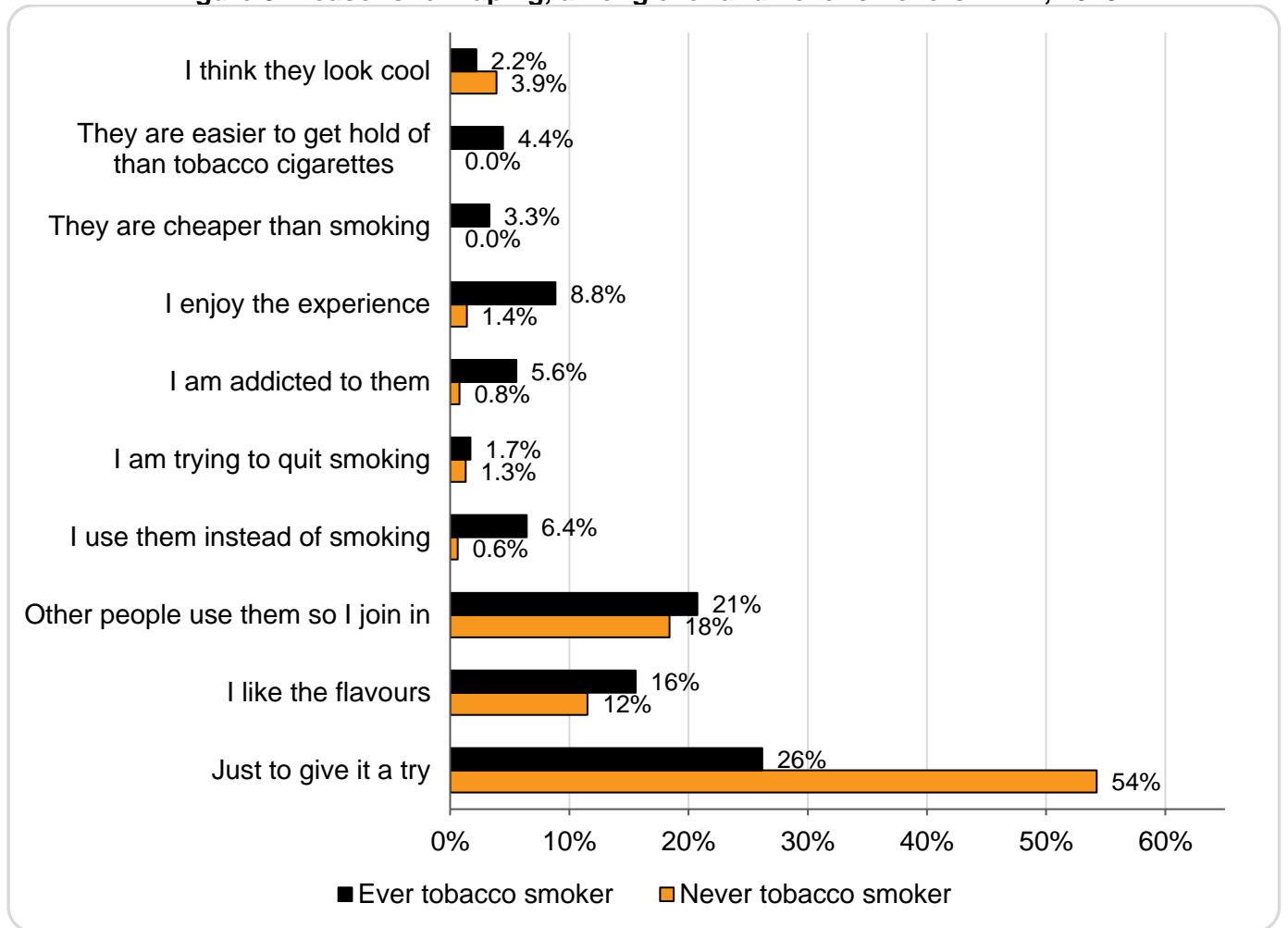
**ASH Smokefree GB Adult & Youth Surveys, 2013-2023.** Unweighted base: youth never smokers (2013=1,552, 2014=1,496, 2015=1,478, 2016=1,466, 2017=1,764, 2018=1,486, 2019=1,600, 2020=1,640, 2021=1,785, 2022=1,723, 2023=1,673), adult never smokers (2013=5,973, 2014=5,995, 2015=6,129, 2016=6,099, 2017=6,626, 2018=6,746, 2019=6,466, 2020=6,832, 2021=6,507, 2022=7,130, 2023=6,649)

## Reasons for vaping

Respondents who had ever used an e-cigarette (including current, ex-users and those who had tried them at least once) were asked what reason best described why they use or used an e-cigarette. The majority of never smokers (which make up 48% of ever vapers), said ‘*Just to give it a try*’ (54%). However, the proportion of never smokers saying ‘*other people use them so I join in*’ has gone up significantly from 11% to 18%. The proportion of never smokers giving the reason ‘*I like the flavours*’ has not significantly changed from last year (10% in 2022 and 12% in 2023).

Among ever-smokers who had tried e-cigarettes, reasons for e-cigarette were more evenly balanced with 26% saying ‘*just to give it a try*’, 21% to join in and 16% because they like the flavours.

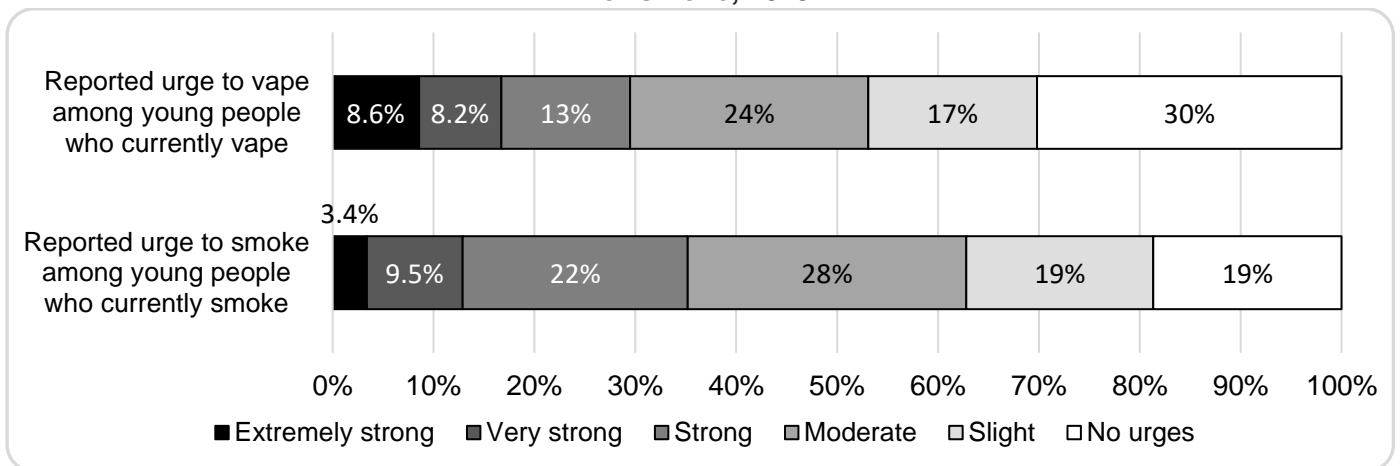
**Figure 9. Reasons for vaping, among ever and never smokers 11-17, 2023**



**ASH Smokefree GB Youth Survey 2023.** 11-17 year old respondents who have tried e-cigarettes (Unweighted bases: Never smokers = 215, ever smokers = 247)

Respondents were also asked about the frequency and intensity of the urge to smoke and use e-cigarettes. In 2023, 30% of current e-cigarette users aged 11-17 reported no urges to vape, compared to 19% of current smokers. Young smokers were slightly more likely to report any type of strong urges to smoke (33%) than young vapers were to report strong urges to vape (30%). (Figure 10).

**Figure 10. Reported urges to vape and smoke, GB youth (11-17) young people who currently vape or smoke, 2023**



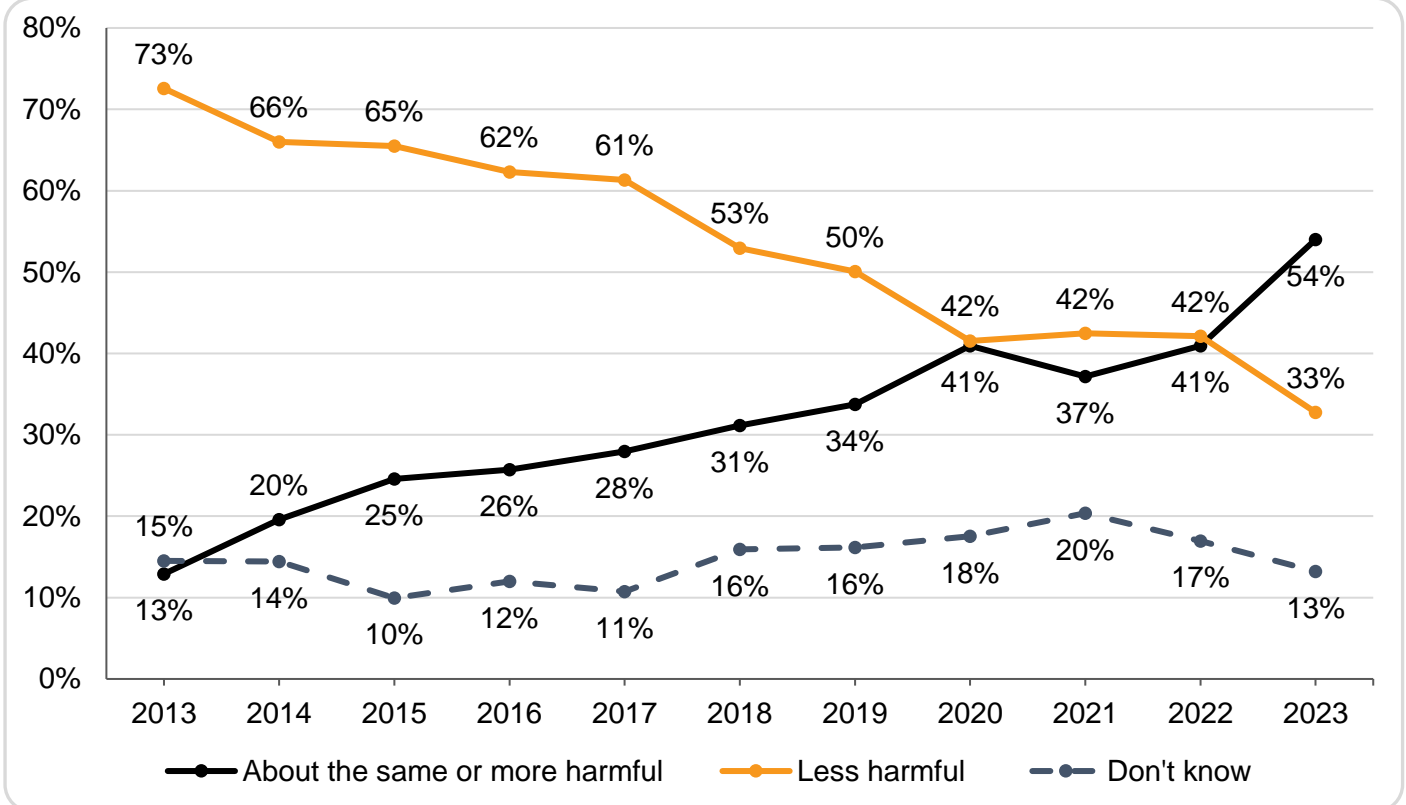
**ASH Smokefree GB Youth Survey, 2023.** Unweighted base: 11-17 year olds, (respondents who are current users of e-cigarettes 187; respondents who are current smokers 88)



## Impact of perceptions of harm on vaping

Since 2013 there has been a gradual fall in the number of young people who correctly identify vaping as being relatively less harmful than tobacco smoking. In 2013, 73% of young people correctly said that e-cigarettes were less harmful than smoking, falling to only a third (33%) in 2022. The proportion of young people incorrectly saying that e-cigarettes are more or equally harmful as tobacco cigarettes has grown from 13% in 2013 to more than half (54%) in 2023 (Figure 11). This includes nearly half (46%) of those who have tried vaping, so believing vaping is at least as harmful as smoking does not appear to be putting children off trying vaping.

**Figure 11. Perceptions of harm of e-cigarettes compared to smoking, GB youth (11-17), 2013-2023**



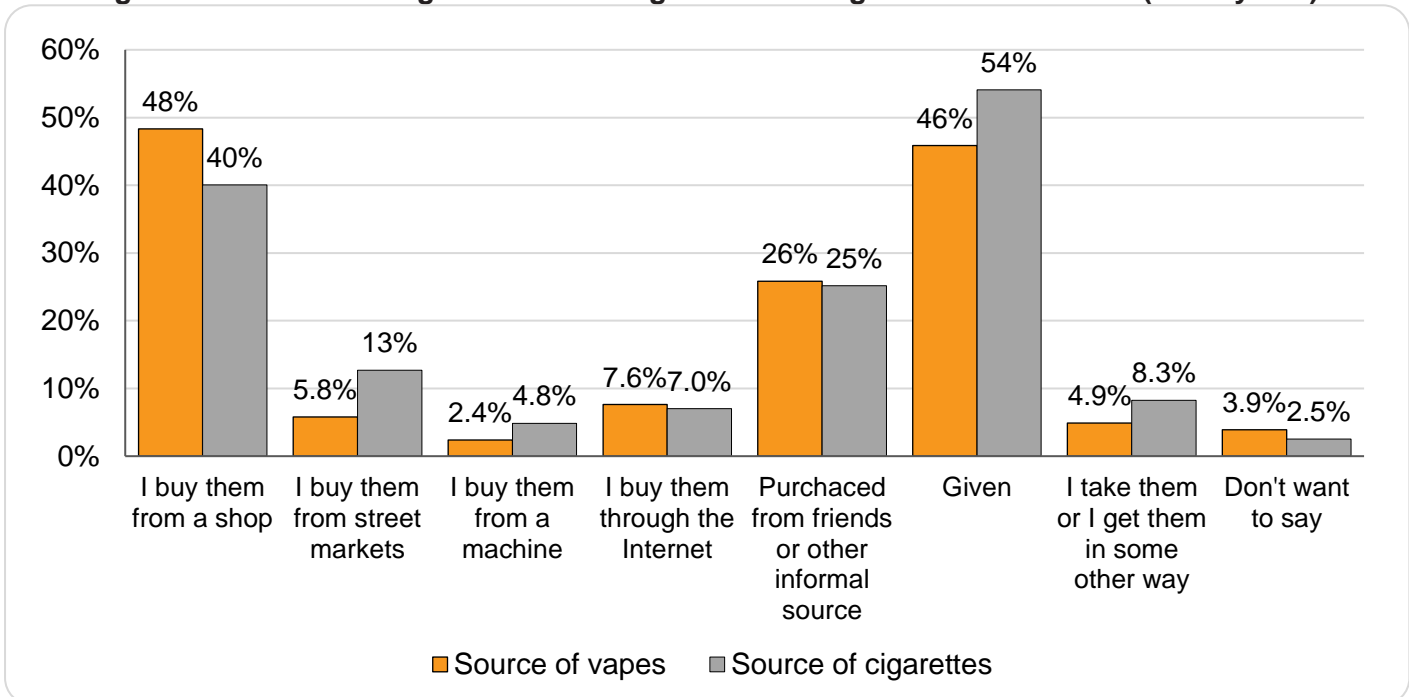
**ASH Smokefree GB Youth Surveys 2013-2023.** Unweighted base: 11-17 year olds aware of e-cigarettes (2013=1,190, 2014=1,483, 2015=1,700, 2016=1,607, 2017=1,968, 2018=1,687, 2019=1,863, 2020=1,909, 2021=1,905, 2022=1,916, 2023=1,917)

## How underage users access e-cigarettes and cigarettes

The sale of tobacco and e-cigarettes to people under the age of 18 is an offence, however purchase from shops is common with 48% of 11-17 year olds who currently vape purchasing from shops, and 40% of smokers. A significant proportion of current vapers buy from an informal source (26% for vapes and 25% for cigarettes) even though proxy purchase, buying on behalf of someone else, is also illegal.

Online purchases are much less frequent, with 7.6% of current vapers citing this as a source and 7.0% of smokers. Street markets are a more common source of cigarettes (13%) than e-cigarettes (5.8%).

**Figure 12. Sources of cigarettes and e-cigarettes among current users 2023 (11-17 years)**

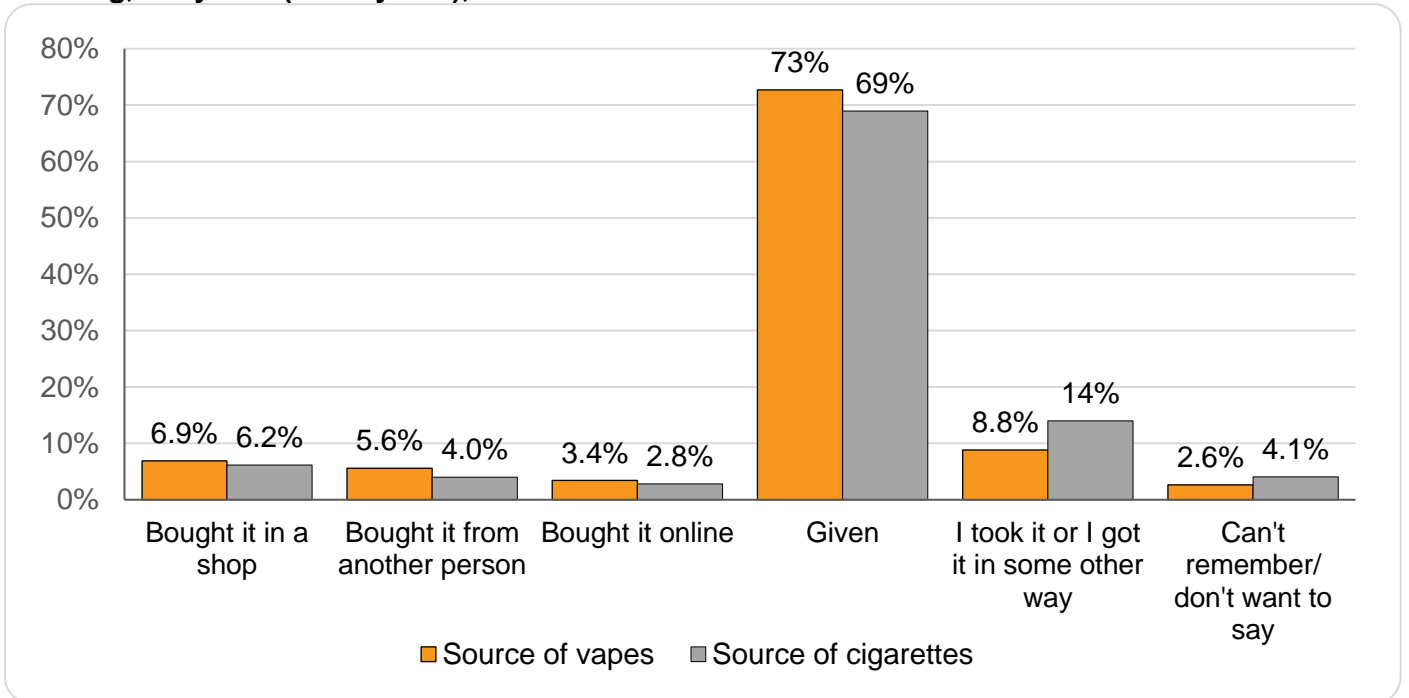


**ASH Smokefree GB Youth Survey, 2023.** Unweighted base: 11-17 year olds who currently smoke or use e-cigarettes (respondents who currently use cigarettes: 88, respondents who currently use e-cigarettes: 187). Respondents allowed to tick more than one box if more than one usual source.

Children are most likely to be given their first cigarette (69%) and e-cigarette (73%), primarily by friends. A small proportion buy their first e-cigarette (16%) or cigarette (13%).

Around one in 50 (2.1%) of ever vapers say they were given their first vape by an e-cigarette company. Taking into account confidence intervals, and aggregating up to population level, this is equivalent to between 9,000 and 38,000 children between 11 and 17 in Great Britain. This is between 0.17% and 0.71% of all 11–17-year-olds, or between 0.85% and 3.45% of 11–17-year-old ever vapers. At the current time, unlike selling vapes to children, giving them vapes is not illegal, whatever their age.

**Figure 13. First source of e-cigarettes or cigarettes for children who have ever tried vaping or smoking, GB youth (11-17 years), 2023**



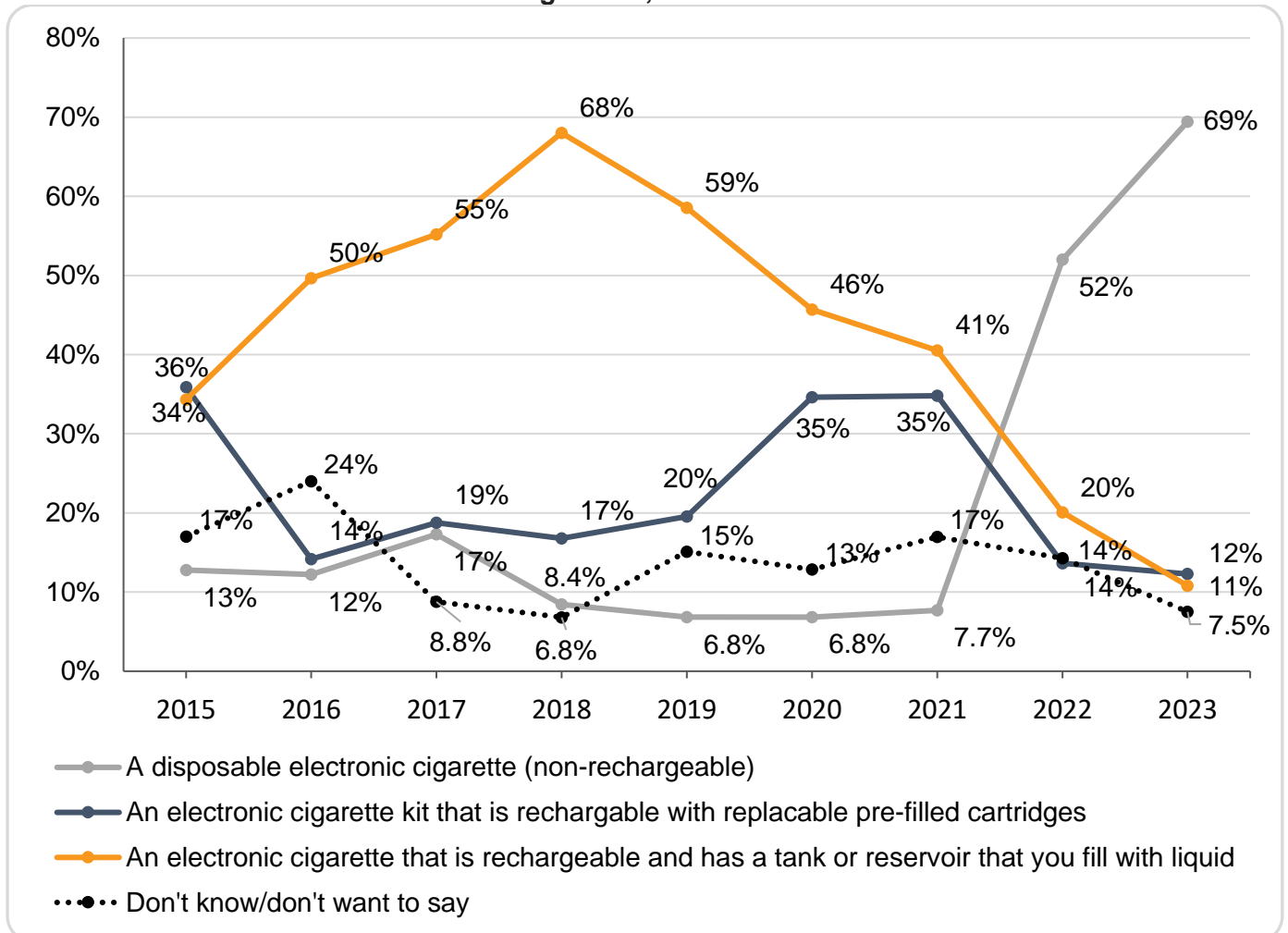
**ASH Smokefree GB Youth Survey, 2023.** Unweighted base: 11-17 year olds who have ever tried e-cigarettes (472); 11-17 year olds who have ever tried cigarettes (323)

# Types of products used

## DEVICES

Last year for the first time the most popular type of e-cigarette amongst GB youth was disposable (single use) e-cigarettes, with their use growing more than a 7-fold between 2020 and 2022 from 7.7% to 52%. Growth has continued since last year and 69% of children this year said this was the device they used most frequently. (Figure 14)

**Figure 14. Most frequently used e-cigarette by device type, current GB youth (11-17) users of e-cigarettes, 2015-2023**



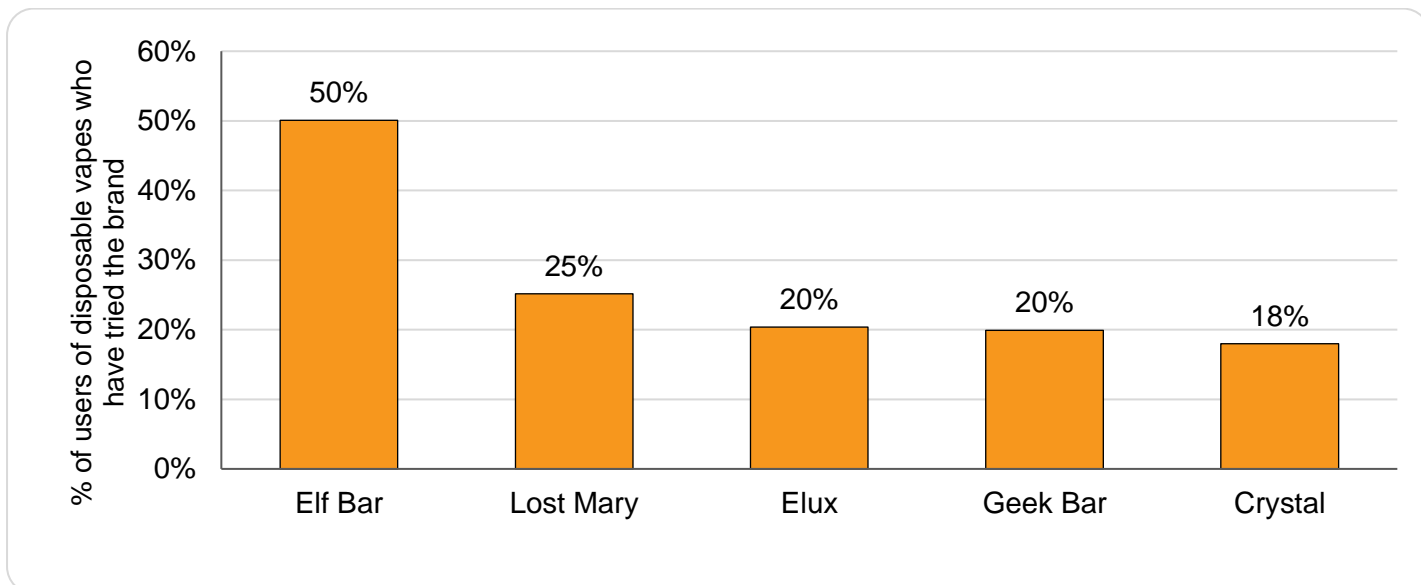
**ASH Smokefree GB Youth Surveys.** Unweighted base: 11-17 year olds who are current users of e-cigarettes (2015 = 41, 2016=36, 2017=60, 2018=59, 2019=94, 2020=94, 2021=76, 2022=172, 2023=187)

The most popular brand of disposable vape is the same as last year, Elf Bar, but Lost Mary, an Elf Bar variant, comes second, displacing Geek Bar which is now being challenged by Elux and Crystal, whereas last year Elf Bar and Geek Bar were by far and away the most popular. None of the main products on the market are made by tobacco companies, which have been late to the market with their own brand of modern disposable vapes. It was only in 2022 that BAT launched Vuse Go,<sup>i</sup> Imperial the Blu Bar disposable vape,<sup>ii</sup> and PMI its Veeba disposable. Our surveys show no significant market penetration of any of the tobacco industry disposable products.

<sup>i</sup> <https://www.theelectroniccigarette.co.uk/blog/vuse-go-disposable-review/>

<sup>ii</sup> <https://www.blu.com/en-GB/flavours/disposable-blu-bar>

**Figure 15. Brand of device tried by 11-17 year olds who vape disposables**



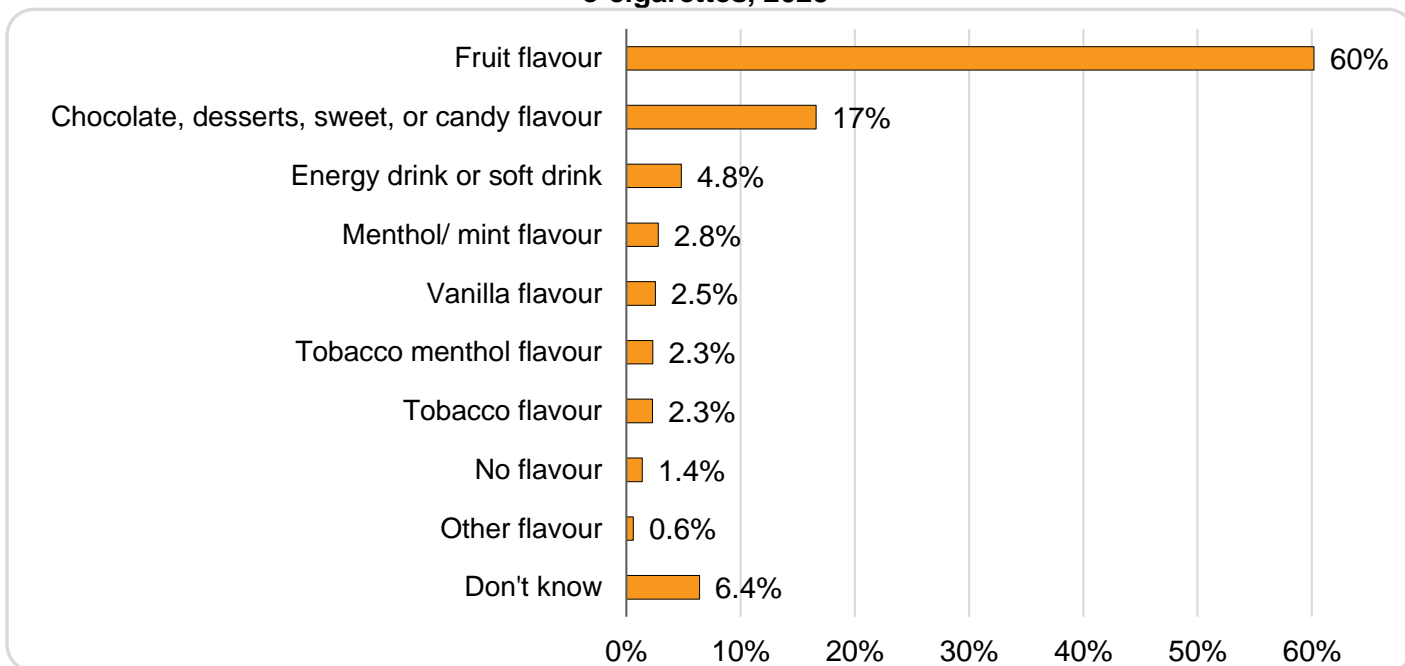
**ASH Smokefree GB Youth Survey, 2023.** Unweighted base: 11-17 year old respondents who had ever used disposable e-cigarettes; 317. Respondents asked to select every brand they have used.

**E-LIQUIDS**

In 2023, 51% of 11-17 year olds who currently vape said that the e-cigarette they used most often always contained nicotine; 30% said it sometimes contained nicotine; 9.5% that it never contained nicotine; with 10% saying they didn't know. These proportions are very similar to 2022 (51% always, 30% sometimes, 10% never, 8.7% don't know).

The most frequently used e-cigarette flavouring for young people is 'fruit flavour' chosen by 60% of current e-cigarette users. The next most popular flavour is a range of sweet flavours including chocolate, candy, energy or soft drink flavours, chosen by 17%. No other flavour is cited by more than 10% of current child vapers. (Figure 16)

**Figure 16. Most frequently chosen e-cigarette liquid flavour, current GB youth (11-17) users of e-cigarettes, 2023**



**ASH Smokefree GB Youth Survey, 2023.** Unweighted base: 11-17 year olds, respondents who are current users of e-cigarettes: 187.

## Promotion of vaping to children

Table 4 shows how the awareness of vaping promotion has grown among 11-17 year olds between 2022 and 2023. There has been a significant increase in awareness of promotion in shops and online over these two years and a decline in those saying they don't see e-cigarettes being advertised. (Table 4).

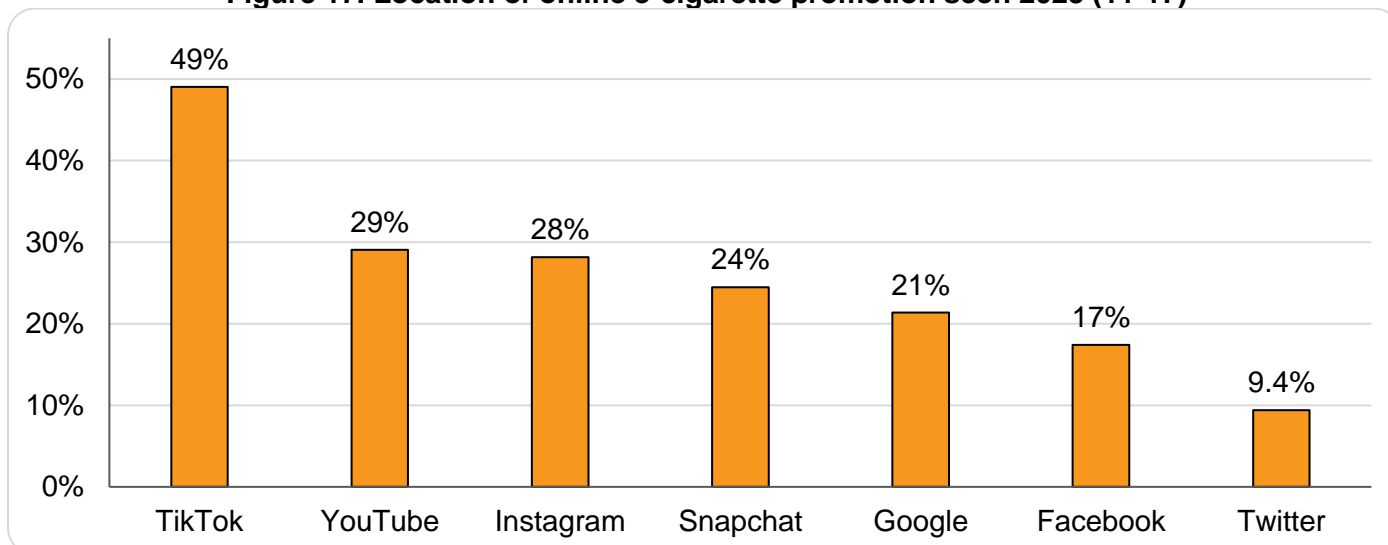
**Table 2. Awareness of e-cigarette promotion, GB youth (11-17 years), 2023**

	2022	2023
In shops	37%	53%
Online	24%	32%
Billboards	12%	14%
On buses	9.2%	11%
On TV	7.6%	9.0%
In newspapers/magazines	7.9%	7.2%
Somewhere else	2.0%	1.8%
<b>Net: anywhere</b>	<b>56%</b>	<b>69%</b>
<b>Don't know</b>	<b>13%</b>	<b>11%</b>
<b>I don't see e-cigarettes being advertised</b>	<b>31%</b>	<b>20%</b>

ASH Smokefree GB Youth Survey, 2023. Unweighted base: All 11-17 year olds aware of e-cigarettes (2022=1,916, 2023=1,917)

Of those who reported seeing e-cigarettes promoted online the most common place was on TikTok (49%), followed by YouTube, Instagram and Snapchat, then Google. (Figure 17)

**Figure 17. Location of online e-cigarette promotion seen 2023 (11-17)**



ASH Smokefree GB Youth Surveys 2023. Unweighted base: 11-17 year olds aware of e-cigarettes who have seen them promoted online (n=640)

In the 2021 survey images of different e-cigarette starter packs were shown to 11-18 year old respondents to our survey who were asked to tell us which packs they would be interested in trying. Respondents were randomly allocated either to packs with their usual brand imagery or packs with the brand imagery removed, but the brand name retained. The experiment sought to assess if young people were more likely to be interested in packs with brand imagery than those without.

Among those shown the branded packs 40% expressed a preference for one of the brands. Among those shown packs without brand imagery 32% expressed a preference – a statistically significant difference. Among the children who had never tried an e-cigarette the difference was slightly larger with 37% expressing a preference when shown the fully branded packs and 27% expressing a preference when shown the packs without brand imagery.

We showed the same packs to respondents in our survey of adult (18+ years). Among current smokers there was no statistically significant difference in trying an e-cigarette starter pack whether it had brand imagery

(31%) or not (27%). Smokers who had never vaped were less likely to express a preference for packs with brand imagery removed than smokers who had tried vaping (13% compared to 36%). However, again there was no statistically significant difference between packs with brand imagery (14%) and those without (12%).

These findings suggest that removing brand imagery could have an impact in reducing the appeal of e-cigarettes to young people without compromising their appeal to adult smokers.

## Appendix 1: ASH Smokefree GB Youth Survey methodology

The ASH Smokefree GB Youth Survey is an annual survey of young people in Great Britain ages 11-18 which has been running since 2013. The survey is carried out online by YouGov and is commissioned by Action on Smoking and Health (ASH) and funded by a combination of the British Heart Foundation, Cancer Research UK and the Department of Health and Social Care.

Since 2021, the analysis in the factsheet focuses on 11-17 year olds as it enables a clear picture to be presented of underage use (since 2015 it has been illegal to sell e-cigarettes to anyone under the age of 18). With no legal distinctions in tobacco or e-cigarette usage within this age bracket, the relative group homogeneity allows greater analysis power.

Results have been weighted and are representative of GB children aged 11 to 17. This year's survey was carried out online in 2023 and relevant comparisons with previous years are covered in this briefing. Where the % is above 10% it is given in whole numbers, except where it is part of a trend over time which includes % of less than 10%. Numbers have been rounded up from the first decimal place, but down from the second decimal place.

### Confidence intervals

Where the 95% confidence intervals overlap, the differences could be due to chance. For example in Figure 2, the growth in experimentation (trying once or twice) between 2022 and 2023 is significant, while the changes in regular and occasional vaping are not. And in figure 6 the changes in current vaping and current smoking in young people between 2022 and 2023 may be due to chance because the confidence intervals overlap.

Not reaching significance means 'difference not *proven* to be real', not 'difference proven *not* to be real'.

### ASH Smokefree GB Youth Survey Participant Counts

Year	Age 11-15	Age 16-17	Age 11-17	Age 18	All ages 11-18	Dates
2023	1280	748	<b>2028</b>	628	2656	21st March - 18th April
2022	1335	776	<b>2111</b>	502	2613	1st – 29th March
2021	1347	762	<b>2109</b>	404	2513	25th March – 16th April
2020	1295	734	<b>2029</b>	476	2505	11th – 31st March
2019	1243	739	<b>1982</b>	541	2523	12th March – 3rd April
2018	1288	519	<b>1807</b>	484	2291	28th February – 17th March
2017	1538	613	<b>2151</b>	472	2623	10th March – 5th April
2016	1326	409	<b>1735</b>	596	2331	11th March – 10th April
2015	1291	543	<b>1834</b>	457	2291	6th -22nd March
2014	1348	469	<b>1817</b>	251	2068	21st March - 1st April
2013	1422	473	<b>1895</b>	283	2178	21 <sup>st</sup> – 28 <sup>th</sup> March

## Appendix 2: Evolution of the regulatory framework

From October 2015 a minimum age of sale for e-cigarettes of 18 was introduced in England and Wales, making it illegal to sell e-cigarettes containing nicotine to under 18s or to purchase them on behalf of under 18s.<sup>2</sup> However, a loophole in the law does not make it illegal to give free samples of e-cigarettes to under 18s. Scotland implemented their own age of sale and proxy purchasing regulations in April 2017,<sup>3</sup> and Northern Ireland in February 2022.<sup>4</sup>

From 20th May 2016, a regulatory framework for e-cigarettes was introduced in the UK under the EU Tobacco Products Directive (TPD).<sup>5</sup> From that date, the advertising or promotion, directly or indirectly, of electronic cigarettes and re-fill containers on a number of media platforms, including on television, radio, newspapers and magazines, was prohibited. The only advertising still allowed is at point of sale and other local advertising such as billboards. Scotland is currently in the process of consulting on whether to tighten its regulations to further limit the way vape products can be advertised and promoted.<sup>6</sup>

The new product rules under the TPD for e-cigarettes introduced a notification process for manufacturers and importers in May 2016.<sup>7</sup> Non-compliant stock was allowed on sale for a further year until 20th May 2017.<sup>8</sup> See below for a summary of the key product standards:

### NICOTINE STRENGTH OF E-LIQUID

- Electronic cigarettes which contain up to 20 mg per ml of nicotine are regulated as consumer products.
- Products containing over 20mg per ml of nicotine are not legal unless they have a medicinal licence.<sup>9</sup>
- Zero nicotine products are not covered by the TPD and do not require a medicinal licence. They are covered by general product safety rules.

### QUANTITY OF E-LIQUID

- Disposable electronic cigarettes, cartridges and tanks can contain a maximum of 2ml of e-liquid, while dedicated refill containers can contain up to 10ml.

### SAFETY

- Products must be child-resistant and tamper evident.

### HEALTH WARNINGS

- The pack must carry a health warning covering 30% of the surfaces of the unit packet and any outside packaging stating '*This product contains nicotine which is a highly addictive substance.*'

The Medicines and Healthcare products Regulatory Agency (MHRA) is the competent authority for the notification scheme for e-cigarettes and refill containers in the UK. Consumers and healthcare professionals can report side effects and safety concerns with e-cigarettes or refill containers to the MHRA through the Yellow Card reporting system.<sup>10</sup> They can also report products suspected to be defective or non-compliant to their local Trading Standards service or to [TPDsafety@mhra.gov.uk](mailto:TPDsafety@mhra.gov.uk).

The MHRA assesses all reports received in associated with nicotine-containing e-cigarettes and works with local Trading Standards teams to investigate as needed. Should any potential safety concerns be identified regulatory action would be taken and communicated as appropriate.

The Department for Health and Social Care carried out a post-implementation review of tobacco regulations including e-cigarette regulations, and concluded that the regulations were 'fit for purpose' in its responses published in January 2021,<sup>11</sup> and March 2022.<sup>12</sup> ASH uses its annual online survey to ask e-cigarette users questions about the type of product they use to inform our understanding of the impact of the current regulations and how the market for e-cigarettes is evolving.

## References

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