

Britain's £1bn vaping industry 'is targeting children' with flavours that resemble sweets

[dailymail.co.uk/news/article-6275047/Britains-1bn-vaping-industry-targeting-children-flavours-resemble-sweets.html](https://www.dailymail.co.uk/news/article-6275047/Britains-1bn-vaping-industry-targeting-children-flavours-resemble-sweets.html)

Britain's vaping industry has been accused of targeting products at children by using cartoon packaging and flavours that resemble fizzy drinks to 'hook teenagers into addiction.'

Although e-cigarette liquids cannot be sold to anyone under 18 some of the colourful packaging used by companies appear to be aimed at a younger audience.

Several online retailers have been found to sell products that sound as if they could just as easily be found on the sweet aisle of a supermarket.

Some of these names which could appeal to children include Dinner Lady Strawberry Custard and Sparking Ice Orange Juice, reports the [Sunday Times](#).



Britain's vaping industry has been accused of targeting products at young people by using cartoon like packaging and names that sound like sweets

Some of the names include Dinner Lady Strawberry Custard(left) and Sparkling Ice Orange (right) with the chair of the Royal Pharmaceutical Society's English Pharmacy Board saying they are the 'vaping equivalent to alcopops'

Sandra Gidley, chair of the Royal Pharmaceutical Society's English Pharmacy Board, said: 'These products are the vaping equivalent of alcopops and clearly designed to hook teenagers into an addiction.'

'I would question what adults wouldn't be satisfied with all the products available already that don't have these quirky candy cane sweet names.'

Website Ubervape advertises Tuck Shop products next to a picture of sweets spilling out of a jar while five brightly coloured bottles are presented under a banner reading 'scrumdiddlyumptious'.

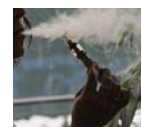
The product listing for the Tutti Frutti e-liquid says: 'Dinner Lady - Tuck Shop E-liquids attempt and succeed in creating flavours that will remind you of your favorite childhood candies.'



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The UK Vaping Industry Association told MailOnline that 'flavours play an important role in incentivising smokers to switch to vaping' and are a 'key component of keeping vapers off smoking.'

E-liquid products sold on the www.vipelectroniccigarette.co.uk website were also branded as the 'vaping equivalent of alcopops' by Mrs Gidley.

The owner of the company behind the website is British American Tobacco (BAT) who have recently acquired the site that sells E-Fizz and Dinner Lady products.



The UK Vaping Industry Association told MailOnline that 'flavours play an important role in incentivising smokers to switch to vaping'

The company said that it has removed e-liquids manufactured by third parties from the website pending a review, reports the [Sunday Times](#).

The Dinner Lady brand also told the Sunday Times that it 'delivered the best product while ensuring the safety of children'.

Pharmacy chair Mrs Gidley said the situation is a real 'hornets nest' and that while we believe vaping to be safe for now, the long term implications are not know.

She said: 'It's a real hornets nest. The Vaping industry isn't going to change its packaging or product names unless it is told to do so in legislation.'

'We think the products are safe but we can't say for definite what the long term implications are.'

Vaping products must be registered with the Medicines and Healthcare Regulatory Agency (MHRA).

The e-cigarette liquid brands that were on the MHRA list last week included Jelly Babies, Snowy Candy Bears and Jam Doughnuts.

People under 18 cannot buy vaping products in the UK and the UK Vaping Industry Association said 'All of our members comply with the law'

A spokesperson for the UK Vaping Industry Association said: 'There are already strict regulations in place in the UK on selling or marketing vaping products to under 18s. All of our members comply with the law.'

'Fortunately recent research from Action on Smoking and Health demonstrates that youth use of vaping products is very low, with just 2% of youths using vaping products at least weekly.'

'Flavours play an important role in incentivising smokers to switch to vaping, which Public Health England recognises as at least 95% less harmful than smoking.'

A spokesperson for Ubervape said: 'Products such as Candy King and Dinner Lady's are, in my opinion, intended for nostalgia purposes. Their flavours are reminiscent of younger times of enjoyment.'

'There is only really one variant that separates e-liquids and that is the flavour. One of the essential ingredients is vegetable glycerine VG which is naturally sweet which means sweet based flavours are essential.'

'With just the difference of a flavour to chose from, images illustrating the flavour and ingredients are essential.'

'I personally don't think the intent behind a lot of these brands is to appeal to children. It's to catch the eye of the consumer in an incredibly competitive market.'

'We certainly have not marketed any of our brands to appeal to minors and we strictly prohibit the sale, of all our products at Ubervape, to under 18s.'

A Department of Health and Social Care spokesperson said: 'We are committed to protecting young people from the harmful effects of tobacco products, and have been clear that e-cigarettes are not harmless.'

'That's why we have laws in place preventing the sale of e-cigarettes to under-18s, and local Trading Standards seize products when they are in breach of tobacco control legislation.'

MailOnline has also contacted www.vipelectroniccigarette.co.uk for comment.



FDA Takes Positive Step to Address Illegal Sales of Kid-Friendly E-Cigarettes – Agency Follow-Up Is Critical

 tobaccofreekids.org/press-releases/2018_10_12_fda

Statement of Matthew L. Myers, President, Campaign for Tobacco-Free Kids

October 12, 2018

WASHINGTON, DC – The U.S. Food and Drug Administration today has taken a very positive step to address the proliferation of kid-friendly electronic cigarettes by sending letters to 21 e-cigarette companies seeking information about whether more than 40 of their products are being illegally marketed without required FDA review and authorization.

Current federal law and regulations prohibit the introduction of new or changed e-cigarette products after August 8, 2016, without prior FDA review and authorization, but until now, e-cigarette manufacturers have routinely ignored the law and the FDA has failed to take any meaningful action to enforce the law. The result: the marketplace has been flooded with new e-cigarette products with no federal oversight. The FDA's letters require companies to provide evidence within 30 days that their products were on the market as of August 8, 2016, and have not been modified since that date. While Juul Labs, maker of the Juul e-cigarettes that have become wildly popular with kids, did not receive a letter, the FDA stated that it sought similar information from Juul during a recent on-site inspection of the company's headquarters.

While today's FDA actions are an important step forward, the agency's follow-up is even more critical. The FDA must hold these companies' feet to the fire by strictly enforcing its 30-day deadline and requiring the companies to provide strong and objective proof that their products were on the market in their current form as of August 8, 2016. If the companies fail to do so, the FDA must take immediate action to force the products off the market. As detailed in an August letter to the FDA by the Campaign for Tobacco-Free Kids and other leading health organizations, our own investigation and manufacturers' public statements show that many of the products in question were not on the market as of August 8, 2016.

In our August letter, we urged the FDA to stop the sales of new e-cigarettes that have been illegally introduced in recent months without the agency's authorization, including numerous products similar to Juul in their appearance and delivery of high doses of nicotine. Our letter stated that "manufacturers of e-cigarette products have introduced new products at an alarming pace in total defiance of law, with no apparent concern for FDA enforcement." Earlier this year, our organizations also urged the FDA to remove from the market Juul flavors such as mango and cucumber that appear to have been introduced after August 8, 2016.

U.S. Sen. Dick Durbin (D-IL) and 13 other U.S. senators have also urged the FDA to enforce the legal requirement for prior agency review and authorization before new products enter the market.

In addition to today's actions against these specific products and manufacturers, the FDA must vigorously enforce the pre-market review requirement for all new or changed tobacco products and require all products now on the market to provide detailed information about the product and when it entered the marketplace. The FDA should also reverse its decision to delay until 2022 an agency review of e-cigarettes that were on the market as of August 8, 2016.

The legal requirement for FDA review and authorization before new products enter the market is one of the FDA's most important tools to stop the introduction of products that appeal to kids, rather than dealing with these products after the fact – and after they have become popular with kids, as in the case of Juul. Today's FDA action is an important and overdue first step in enforcing this requirement, but it is only a first step.