



Canadian Vapers Facing Coast-To-Coast Threats

Toronto, Ontario – November 20, 2019 – P.E.I. is the latest province to pass outlandish vaping regulations that have no basis in evidence, said [Rights4Vapers.com](https://rights4vapers.com), Canada's leading vaping consumers' rights organization. The group calls for an evidenced-based approach to vaping regulations that balances the need to reduce youth vaping with the need to inform of and provide adult smokers with a less risky choice.

"These regulations are beyond reason. They will make it more difficult for smokers to have access to this critical harm reduction tool," said Dr. Chris Lalonde, academic advisor for [Rights4Vapers.com](https://rights4vapers.com). "The regulations also miss the point of flavours entirely. Vaping is not the same as tobacco and, as Health Canada and other public health bodies acknowledge, vaping is less harmful than smoking. It is clear that in P.E.I. emotion rather than facts have swayed the legislature."

An essential factor in a smoker's decision to transition to vaping is taste. The flavoured vaping products give smokers a reason to move away from the burnt-tobacco taste of cigarettes. It is critical that flavours remain available. The role of flavours in quitting smoking is something that vapers have confirmed.

"In a survey conducted with Canadian vapers, [Rights4Vapers.com](https://rights4vapers.com) found that the vast majority of vapers use flavoured products like fruit, confectionery and dessert when they first transitioned from smoking to vaping. Also, 94 percent say that they have quit smoking because of vaping, and 98 percent say that they smoke less because of vaping. This is a good thing," said Dr. Lalonde. "Why would the Government of P.E.I. want to remove those flavours that incentivize smokers to switch to vaping products? There has to be a way to both stop youth from vaping and give smokers the products that best help them to quit."

"This is not a game. It is a life or death issue for Canadian adult smokers. We need to be finding ways to encourage smokers to switch to e-cigarettes by keeping them appealing, not penalize them by demonizing the product," said Dr. Lalonde. "Vapers need to speak up and let their elected representatives know why e-cigarettes are important to them. We can't sit back any longer."

About Rights4Vapers.com

[Rights4Vapers.com](https://rights4vapers.com) is an organization of vaping advocates dedicated to the advancement of Canadian-based research on vaping. Dr. Chris Lalonde is an academic advisor. Rights 4 Vapers is the voice of Canadian adult vapers, 98 percent of whom are former smokers.

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