



## QUEBEC'S DRACONIAN VAPING PROPOSALS WILL NOT BENEFIT PUBLIC HEALTH

**Toronto, Ontario – November 25, 2019** – [Rights4Vapers.com](https://Rights4Vapers.com) the country's leading vaping consumer rights organization fears that the vaping restrictions announced today by the Government of Quebec will force smokers in Quebec to continue smoking.

"While we are encouraged that there will be some consultation and hope that the consumer will be heard, these proposals make no sense from public health perspective," said Dr. Chris Lalonde, academic advisor to [Rights4Vapers.com](https://Rights4Vapers.com). "We understand the goal of reducing youth vaping, but this is not the way to do it. Flavours, nicotine levels and price are important factors in a smoker's decision to choose a vaping product. Surely the government understands that the real public health crisis is smoking, not vaping."

Since smokers turn to e-cigarettes as a way to reduce health risks while still getting the satisfaction from nicotine, governments should strive to understand the role of nicotine rather than implement arbitrary caps.

In a study that aimed to describe systemic nicotine exposure and subjective effects of e-cigarettes in people who use both e-cigarettes and cigarettes (dual users), the researchers found that "Nicotine exposure was on average lower with single use of e-cigarettes compared with cigarettes and e-cigarettes was judged to be less satisfying and rewarding and reduced craving less than cigarettes." <sup>1</sup>

The Government of Quebec should understand that there are already nicotine caps in place. Health Canada has assessed the issue of nicotine content and determined that 60 mg/ml is an appropriate level to protect consumers. In addition, Health Canada has already conducted consultation on nicotine content labeling.

"To restrict sales to pharmacies and with a prescription is outlandish. We should be encouraging smokers to use vaping products, not putting up more restrictions for them to purchase the product," said Dr. Lalonde. "Canada is reverting to the dark ages. We should be looking at more progressive tobacco harm reduction views and adopting policies that fit with public health objectives not draconian laws that penalize smokers."

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*1 Differences in nicotine intake and effects from electronic and combustible cigarettes among dual users. Gideon, St. Helen et al. University of California. 2019.*



Rather than penalizing adults who are making a healthier choice by vaping, governments should address the real cause of youth vaping: access. Young people are getting the product from either friends and family or they are being sold vapes by black market dealers. The regulations announced today will only fuel the already booming black market in e-cigarettes in Quebec.

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#### **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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