



NOVA SCOTIA'S COUNTERPRODUCTIVE BAN ON FLAVOURED E-CIGARETTES WILL HARM MORE THAN HELP

(Toronto, Ontario)- December 5, 2019 – Rights 4 Vapers, the country's leading vaping consumer rights organization, is saddened to hear of Nova Scotia's regressive and counterproductive new complete ban of e-cigarette flavours today.

"The Government of Nova Scotia has displayed a complete misunderstanding of why flavours are important to adult smokers looking for an alternative to cigarettes. Flavours help entice smokers away from their harmful habits. Quitting smoking is difficult enough. Why is Minister Delorey trying to make it even harder for smokers?" said Dr. Chris Lalonde, academic advisor to Rights 4 Vapers.

In the largest ever survey of Canadian vapers (5,000 + respondents), Right 4 Vapers found that adult vapers need flavours. Vapers begin using a single flavour that is almost never tobacco or menthol. As time passes, they increase the number and variety of flavours they use to remain smoke free.

Giving the black market more power is not only irresponsible, it could have drastic consequences for the lives of our children. Minister Delorey's intentions are to help curb youth-vaping, but he is making it even more dangerous for our kids.

"We agree that vaping is not for children. But instead of reactionary policies based on media outrage and designed to generate clicks, maybe our elected governments could start governing based on logic and facts. Young people are getting the products from their friends, family or black-market dealers. Banning the legal distribution and selling of flavoured vaping juices won't stop people from getting their hands on flavours. It will, however, increase the amount of dangerous substances getting into the hands of our children as an unregulated black market grows," said Dr. Lalonde.

With backwards policies like the ones announced by Nova Scotia today, it seems that the media outrage is having disastrous results. How many more smoking-related deaths and diseases will it take to convince those in power that their words have consequences? How much more proof do they need that countless smokers have finally quit their habit thanks to vaping?

-30-

About Rights4Vapers.com 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.

Media inquiries: media@rights4vapers.com