



**PRESS RELEASE
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ANOTHER BLOW TO ADULT VAPERS

ONTARIO PUTS SEVERE RESTRICTIONS ON THE SALE OF VAPOUR PRODUCTS

Toronto, ON – February 29, 2020 - The health of Ontario's vapers is being threatened by the government's decision to limit the sale of higher nicotine and flavoured vapour products at retail.

"The decision to quit smoking is an enormous one for most smokers. We have to make it easy for them to make that decision. Limiting access and choice is not the answer," said Dr. Chris Lalonde, academic advisor to Rights4Vapers, Canada's leading vaping consumer rights organization. "In fact, limits like the ones we are seeing across the country may be unconstitutional."

Dr. Leonid Sirota, professor of law at the Auckland University of Technology Law School, stated in a recent study that "vaping regulations, such as nicotine ceilings or flavor restrictions, have the potential to make them less attractive or effective as quit-aids—and are considered from the standpoint of potential interference with the right not to be deprived of life, liberty, and the security of the person protected by section 7 of the Charter."

"Severe regulations like the ones announced today, particularly restrictions on flavours and nicotine levels, are very serious and go beyond simply restricting access to a certain product," said Dr. Lalonde. "They deprive a smoker of a potentially life-saving alternative."

An important 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 is something that vapers have confirmed.

In the largest ever survey of Canadian vapers (5,000 + respondents), Right4Vapers 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.

A variety of nicotine levels is also important. In its survey of Canadian vapers, Rights4Vapers found that the majority of new vapers start with nicotine levels of above 7 mg. As they continue to vape, the majority of users gradually decrease the level of nicotine to between 0 and 6 mg.

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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.

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