

Factsheet:

Electronic Cigarette Regulation

PROTECTOUR NEXT.



Regulate electronic cigarettes!

- Current evidence shows that e-cigarettes are harmful to health, use has been linked to severe health conditions, including cancers, respiratory and cardiovascular diseases, chest pains, mouth ulcers and affects the brain development of adolescents.¹
- E-cigarettes are as addictive as tobacco and may lead to cigarette smoking or simultaneous use of both products.²
- Aerosols from electronic cigarettes are harmful to the bystanders.
- E-cigarettes are popularised and glamourised on social media, placing young people at risk of initiating use.³
- Banning flavoured e-cigarettes would reduce their appeal to children.⁴
- Regulation protects our youth from being recruited as the next generation of nicotine addicts.
- Electronic cigarettes are not an effective cessation aid.⁵
- E-cigarette use is harmful to human health; any harmful product cannot be left to be freely marketed as a safe product.⁶
- Taxing electronic cigarettes will benefit the economy. Potential revenue from taxing e-cigarettes at 75% of the cigarette tax rate is estimated at R2.2billion.⁷
- To ensure children will never use electronic cigarettes, the marketing, promotion and packaging of these products must be regulated.

References

1. **Centers for Disease Control and Prevention.** Quick Facts on the Risk of E-cigarettes for Kids, Teens, and Young Adults.
2. **World Health Organization.** Tobacco: E-cigarettes.
3. **McCausland K, Maycock B, Leaver T, Jancey J.** The Messages Presented in Electronic Cigarette-Related Social Media Promotions and Discussion: Scoping Review. *Journal of medical Internet research.* 2019;21(2):e11953.
4. **Pepper JK, Ribisl KM, Brewer NT.** Adolescents' interest in trying flavoured e-cigarettes. *Tobacco Control.* 2016;25(Suppl 2):ii62.
5. **Chen R, Pierce JP, Leas EC, et al.** Effectiveness of e-cigarettes as aids for smoking cessation: evidence from the PATH Study cohort, 2017–2019. *Tobacco Control.* 2022;tobaccocontrol-2021-056901.
6. **World Health Organization.** E-cigarettes are harmful to health.
7. **Agaku IT, Egbe CO, Ayo-Yusuf OA.** Potential revenue from taxing e-cigarettes and comparison of annual costs of daily e-cigarette use versus daily cigarette smoking among South African adults. *Tob Induc Dis.* 2021;19(January):1-14.

