

B.C.'s restrictions on e-cigarette packaging

In July 2015, the British Columbia government implemented new regulatory controls on e-cigarettes and e-cigarette liquids, with measures coming into force between the date of adoption and September 15, 2020.¹ These controls included requirements for packaging standards.

Vaping product packages sold in B.C. **must:**

- provide the name and contact information of the manufacturer, the brand name and product name and the type of product.
- state “Warning: nicotine is highly addictive”

They **must not:**

- contain any text or image other than those required by the regulation.

Canada’s first ‘plain-ish’ packaging of e-cigarettes and liquids.

To-date, Israel is the only country to require plain packaging of e-cigarette liquids, a measure that came into force in January 2020.² Israel imposed the same plain packaging regulations on e-cigarettes as it had for combustible cigarettes, including the use of a standard colour and standard text fonts.

B.C.’s plain packaging requirements are not as strict as Israel’s, in that manufacturers are able to use colour and fonts to distinguish their products from others. B.C. is the only province to have required companies to remove other imagery from e-cigarette packaging. The impact of this regulation can be seen by comparing packages sold in British Columbia to the equivalents sold elsewhere in Canada.

Vaping product packages sold in British Columbia (right) and in other provinces (left)



¹ British Columbia. E-Substances Regulation. https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/186_2020/ #
The regulation also bans e-substances that did not contain nicotine, and on substances that contained both nicotine and cannabis, bans nicotine concentrations greater than 20 mg/ml, bans the sale of any flavour but tobacco flavour at a store that children can enter, restricts the size of e-liquid containers to no more than 30 mg, requires business owners to submit product reports to government.

² Rosen, L et al. Historic tobacco legislation in Israel: a moment to celebrate. Israel Journal of Health Policy Research. 4 May 2020.

BAT - Vuse

Rest of Canada



VUSE
Lemon Berry
Baie Citronnée

x2
ePod Pods - Cartouches

Nicotine - 34 mg/mL
Strength - Taux de 3%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.

British Columbia



VUSE
Lemon Berry
Baie Citronnée

x2
ePod Pods - Cartouches

Nicotine - 18 mg/mL
1.9 mL/pod Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.

Rest of Canada



VUSE
Watermelon
Melon d'eau

x2
ePod Pods - Cartouches

Nicotine - 34 mg/mL
Strength - Taux de 3%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.

British Columbia



VUSE
Watermelon
Melon d'eau

x2
ePod Pods - Cartouches

Nicotine - 18 mg/mL
1.9 mL/pod Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.



VUSE
Strawberry
Fraise

x2
ePod Pods - Cartouches

Nicotine - 34 mg/mL
Strength - Taux de 3%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.



VUSE
Strawberry
Fraise

x2
ePod Pods - Cartouches

Nicotine - 18 mg/mL
1.9 mL/pod Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.




VUSE
Cucumber
Concombre

x2
ePod Pods - Cartouches

Nicotine - 18 mg/mL
Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.



VUSE
Cucumber
Concombre

x2
ePod Pods - Cartouches

Nicotine - 18 mg/mL
1.9 mL/pod Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.



VUSE
Blueberry
Bleuët

x2
ePod Pods - Cartouches

Nicotine - 57 mg/mL
Strength - Taux de 5%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.



VUSE
Blueberry
Bleuët

x2
ePod Pods - Cartouches

Nicotine - 18 mg/mL
1.9 mL/pod Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.



VUSE
Smooth Tobacco
Tabac Velouté

x2
ePod Pods - Cartouches

Nicotine - 18 mg/mL
Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.



VUSE
Smooth Tobacco
Tabac Velouté

x2
ePod Pods - Cartouches

Nicotine - 18 mg/mL
1.9 mL/pod Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.

Rest of Canada



vuse
Mango Mangue
x2 ePod Pods - Cartouches
Nicotine - 34 mg/mL
Strength - Taux de 3%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.

British Columbia



vuse
Mango Mangue
x2 ePod Pods - Cartouches
Nicotine - 18 mg/mL
1.9 mL/pod Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.

Rest of Canada



vuse
Rich Tobacco Tabac Riche
x2 ePod Pods - Cartouches
Nicotine - 57 mg/mL
Strength - Taux de 5%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.

British Columbia



vuse
Rich Tobacco Tabac Riche
x2 ePod Pods - Cartouches
Nicotine - 18 mg/mL
1.9 mL/pod Strength - Taux de 1.6%

WARNING: Nicotine is highly addictive.
AVERTISSEMENT : La nicotine crée une forte dépendance.

Japan Tobacco – Logic

Rest of Canada




logic. 34 mg/mL NICOTINE
SAVEUR DE BAÏES FRAÎCHES INTENSE
FRESH BERRIES FLAVOUR
FOR/POUR LOGIC COMPACT
2X1.6ML E-LIQUID PODS/CAPSULES DE E-LIQUIDE
This product contains nicotine. Nicotine is an addictive substance.

British Columbia



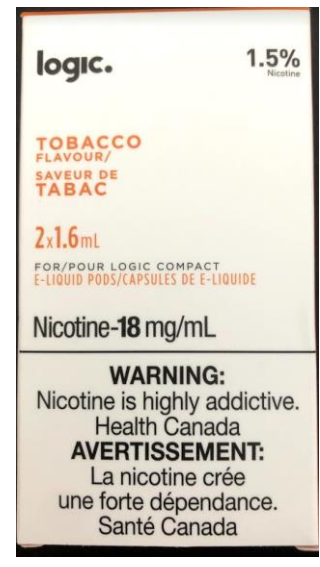
logic. 1.5% Nicotine
FRESH BERRIES FLAVOUR/
SAVEUR DE BAÏES FRAÎCHES
2x1.6ml
FOR/POUR LOGIC COMPACT
E-LIQUID PODS/CAPSULES DE E-LIQUIDE
Nicotine-18 mg/mL
WARNING: Nicotine is highly addictive.
Health Canada
AVERTISSEMENT: La nicotine crée une forte dépendance.
Santé Canada

Rest of Canada



logic. 1.5% Nicotine
TOBACCO FLAVOUR/
SAVEUR DE TABAC
2x1.6ml
FOR/POUR LOGIC COMPACT
E-LIQUID PODS/CAPSULES DE E-LIQUIDE
Nicotine-18 mg/mL
WARNING: Nicotine is highly addictive.
Health Canada
AVERTISSEMENT: La nicotine crée une forte dépendance.
Santé Canada

British Columbia



logic. 1.5% Nicotine
TOBACCO FLAVOUR/
SAVEUR DE TABAC
2x1.6ml
FOR/POUR LOGIC COMPACT
E-LIQUID PODS/CAPSULES DE E-LIQUIDE
Nicotine-18 mg/mL
WARNING: Nicotine is highly addictive.
Health Canada
AVERTISSEMENT: La nicotine crée une forte dépendance.
Santé Canada