

E-cigarette warnings in the European Union and OECD countries

Regulated e-cigarette warnings in member countries of the European Union

The European Union Tobacco Products Directive of 2014¹ gives member states the choice of two potential warnings on e-cigarette packages:

- a) This product contains nicotine which is a highly addictive substance
- b) This product contains nicotine which is a highly addictive substance. It is not recommended for use by nonsmokers.

17 countries use option (a), which warns only against addiction:²

Bulgaria, Croatia, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Latvia, Lithuania, Netherlands, Poland, Romania, Slovakia, Sweden, United Kingdom

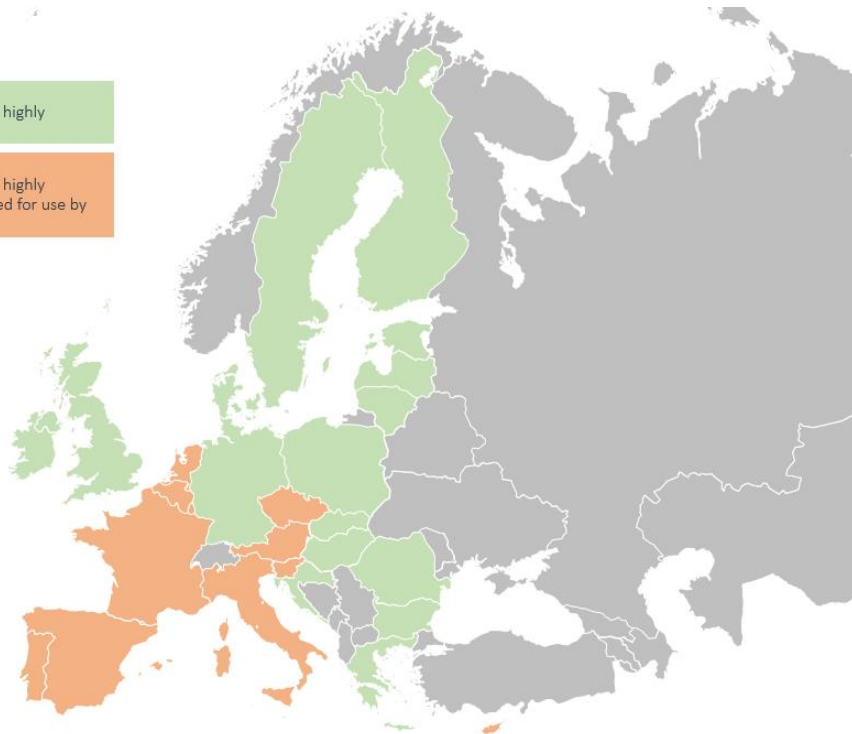
11 countries have adopted option (b) which also cautions against use by nonsmokers:

Austria, Belgium, Cyprus, Czech Republic, France, Italy, Luxembourg, Netherlands, Portugal, Slovenia, Spain

Map of e-cigarette warnings used by EU countries

Warning on e-cigarettes:
"This product contains nicotine which is a highly addictive substance."

Warning on e-cigarettes:
"This product contains nicotine which is a highly addictive substance. It is not recommended for use by nonsmokers."



Source: globaltobaccocontrol.org

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Regulatory requirements for e-cigarette warnings in other OECD countries:

OECD Country	Legal Status of e-cigarette sales	Warning required on e-cigarettes
European Union Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, United Kingdom	Legal for sale, regulated under a 2014 EU Directive. ³	Either of: a) This product contains nicotine which is a highly addictive substance b) This product contains nicotine which is a highly addictive substance. It is not recommended for use by nonsmokers
Australia	Commercial retail sales not permitted.	
Canada	Legal for sale, regulations in development.	Proposed: "WARNING: Nicotine is highly addictive." ⁴
Chile	Commercial retail sales not permitted. Regulations to permit sale are under development ⁵	
Iceland	Commercial retail sales became legal in 2018. The law requires a warning but does not specify what it is. ⁶ The warning was set by regulation in March 2019. ⁷	Nikótín er mjög ávanabindandi efni. Ekki er mælt með notkun þess fyrir þá sem reykja ekki. Translation: Nicotine is a very addictive substance. Its use is not recommended for non-smokers
Israel	Regulations on tobacco and e-cigarettes were amended in 2019. ⁸	Translation: Warning – this product is highly addictive and damaging to your health
Japan	Commercial retail sales not permitted. ⁹	
Korea	Korean law classifies e-cigarettes as tobacco products, and requires graphic health warning, as "determined and announced by the Minister of Health." E-cigarettes must carry a warning about addiction. ¹⁰	Vaping products are currently sold with a Graphic health warning which includes reference to a quit line.
Mexico	Products are sold (vype) in Mexico, ^{11 12} but are illegal	
New Zealand	Commercial retail sales are permitted, resulting from court decision. Regulations are under development. ¹³	
Norway	Regulations that will follow EU directive are under development. ¹⁴	
Switzerland	Court overthrew ban in 2018, and they are currently regulated as consumer goods. ^{15 16}	Vaping products are now marketed with EU-style warnings (both options). ¹⁷
Turkey	Commercial retail sales are not permitted.	
United States	The FDA Deeming regulation of 2016 asserted the agency's authority over e-cigarettes. Since August 2018, these products must carry the warning for those "covered tobacco products" included in these ruling. ^{18 19 20}	WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Illustrations of regulated health warnings on e-cigarettes in European Union and other OECD countries.

European Union (United Kingdom)



European Union (France)



European Union (Belgium)



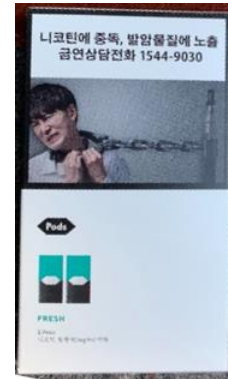
Iceland



Israel



Korea



Switzerland



United States



Endnotes

- 1 Directive 2014/40/EU of the European Parliament and of the Council of 3 April 2014.
https://ec.europa.eu/health/sites/health/files/tobacco/docs/dir_201440_en.pdf
- 2 Data from globaltobaccocontrol.org
- 3 Directive 2014/40/EU of the European Parliament and of the Council of 3 April 2014.
https://ec.europa.eu/health/sites/health/files/tobacco/docs/dir_201440_en.pdf
- 4 Canada Gazette, Part I, Volume 153, Number 25: Vaping Products Labelling and Packaging Regulations
- 5 ECigIntelligence. <https://ecigintelligence.com/chiles-lawmakers-set-on-equating-e-cigarettes-with-combustibles/>
- 6 Iceland Ministry of Welfare. Act on electronic cigarettes and refill containers for electronic cigarettes, No. 87/2018.
- 7 Reglugerð um merkingar á umbúðum rafrettna og áfyllinga og efni upplýsingabæklings sem fylgja skal rafrettnum og áfyllingum. <https://www.reglugerd.is/reglugerdir/eftir-raduneytum/hrn/nr/0255-2019>
- 8 <https://www.tobaccocontrolaws.org/files/live/Israel/Israel%20-%20Amdt.%207%20to%20Marketing%20Law.pdf>
- 9 WJS Magazine. Vaping in Japan. <http://wjsmagazine.com/list/c30/679/>
- 10 Enforcement Decree of the National Health Promotion Act. July 2, 2019.
- 11 British American Tobacco. <https://www.govype.mx/uk/>
- 12 Elite Vapor (Mexico) <https://elitevapor.mx/>
- 13 New Zealand Ministry of Health. Vaping and smokeless tobacco.
<https://www.health.govt.nz/our-work/preventative-health-wellness/tobacco-control/vaping-and-smokeless-tobacco>
- 14 Norwegian Ministry of Health. Cross-border or distance sales of tobacco and e-cigarettes in Norway.
<https://www.helsedirektoratet.no/english/tobacco-control-in-norway>
- 15 Swiss Broadcasting Corporation SWI. Court overturns Swiss ban on E-cigarettes.
https://www.swissinfo.ch/eng/business/immediate-effect_court-overturns-swiss-ban-on-e-cigarettes/44082174#.WuRavs8x-n4.twitter
- 16 Family Matters Switzerland. How safe are E-cigarettes. August 2017.
<https://www.familymattersswitzerland.ch/how-safe-are-e-cigarettes/>
- 17 For example, Logic Pro refill packs sold at Tabaklaedeli website
<https://www.tabaklaedeli.ch/produkt/logicpro-refill-pack-us-classic-12mg-nik/>
- 18 US Food and Drug Agency. Deeming Tobacco Products To Be Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and Tobacco Control Act; Restrictions on the Sale and Distribution of Tobacco Products and Required Warning Statements for Tobacco Products.
<https://www.federalregister.gov/documents/2016/05/10/2016-10685/deeming-tobacco-products-to-be-subject-to-the-federal-food-drug-and-cosmetic-act-as-amended-by-the>
- 19 Wackowski, OA et al. The Impact of E-Cigarette Warnings, Warning Themes and Inclusion of Relative Harm Statements on Young Adults' E-Cigarette Perceptions and Use Intentions. *Int J Environ Res Publci Health*. 2019.
- 20 US Food and Drug Administration. Retailer Requirements: New Warning Statement Requirements for Certain Tobacco Products.
<https://www.fda.gov/media/115004/download>