

## Lesson 3

*"Is it reasonable to have, in any case, flavours and colours that are clearly aimed at essentially encouraging people to vape who may well not be vaping at all?..."*

- Chris Whitty (England's Chief Medical Officer)

Fidget Spinner vape



Gummy bear flavouring – could appeal to children

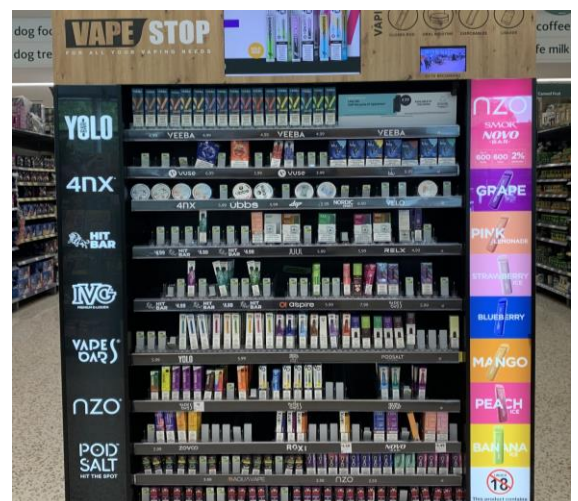


Research funded by the Department of Health found that sales of fizzy drinks like Coca-Cola, Pepsi and Fanta soar by 52 per cent when placed at the end of aisles.

The study led to stores in England in October 2022 being banned from using prominent locations on the shop floor to promote products high in fat, sugar or salt in an attempt to combat obesity in the UK.

In response Richard Walker, managing director of Iceland Foods said, "If I can't sell sweets at the checkouts, I'll probably sell alcohol and vaping products instead", adding that he thought the legislation would increase costs and "do nothing to combat obesity."

**What do you think about supermarkets putting vapes on the end of aisles?**



Government introduced regulation saying that tobacco could not be visible in a supermarket but vapes are not currently regulated in the same manner.

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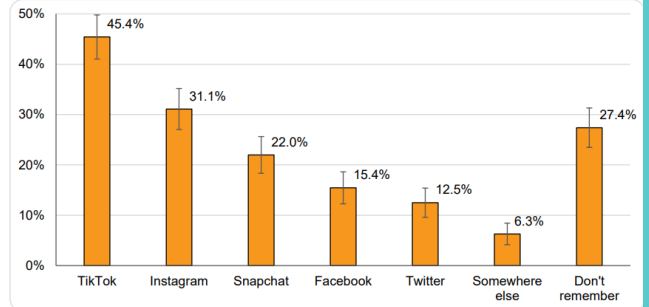
One British TikTokker has said in videos that she “works for Elf Bar” and is paid by the brand to post about its products. “Easy money,” one caption reads. Her content, which has been viewed 5m times, includes a video of her trying a cherry-flavoured disposable Elf Bar vape on camera, which is presented as a review but contains a small label stating it is an ad.

“Oh my God! She’s pretty,” she says, unwrapping the vape and testing it on camera. “That is beautiful. It tastes like cherryade ... I’m obsessed. I love it. I think it beats every flavour I’ve tried so far.”

In another video, she unwraps a “huge delivery” of Elf Bar products, with flavours including cheesecake, rainbow candy and bubblegum, and declares: “Elf Bar, I just love you.”

Source: <https://www.theguardian.com/society/2022/jul/17/chinese-vaping-giant-flouting-uk-advertising-rules-on-selling-to-children>

Figure 9. Location of online e-cigarette promotion seen 2022 (11-17)



Of those who reported seeing e-cigarettes promoted online the most common place was on TikTok (45.4%).

TikTok adverts of this nature are banned by the Advertising Standards Authority (ASA) for breaching nicotine and age-related ad codes. The ASA’s Committee of Advertising Practice (CAP) code states that marketing communications with the direct or indirect effect of promoting nicotine-containing e-cigarettes which are not licensed as medicines are not permitted.



An image from the Elf Bar website, which features young female models vaping.



An image from Juul which was subsequently taken down as it features a teenage model vaping.

Source: <https://ash.org.uk/resources/view/tobacco-advertising-and-promotion-in-the-uk>