

POSITION PAPER

# Protecting young people

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# IEVA

INDEPENDENT EUROPEAN  
VAPE ALLIANCE

## PROTECTING YOUNG PEOPLE

Young people should not be using vaping products at all, full stop. It is not the intention of vaping product manufacturers to sell to young people; and, unlike cigarette manufacturers, it is not in their business interests to do so.

Regular vaping among young people in the EU who have not previously smoked remains low and there is no evidence that vaping products are causing more young people to smoke. IEVA supports measures that both reduce access and appeal to young people while preserving harm reduction through vaping for those people who need it.

### Stopping illegal sales to young people

Preventing products getting into the hands of young people must be the first line of defence.

- **Age gating** - IEVA supports a minimum purchase age for all vaping products of at least 18; and where this age is lower (as remains the case in some Member States) urgent action should be taken to correct it.
- **Retailer compliance** - ensuring that minimum purchase age laws - and laws against adults purchasing products for resale to underage people - are actively enforced, both the industry and enforcement agencies need to take additional steps:
  - Ensuring that **staff have the necessary training** to ensure that ID checks are conducted effectively during the purchasing process.
  - Carrying out an **ongoing programme of compliance checks** on retailers - both physical and online - using mystery shoppers.
  - Legislating that keeps **penalties for non-compliance high**, including the withdrawal of licensing for retailers who consistently break the rules.

### Thoughtful marketing

It's important that adult smokers know about products that could dramatically reduce their risk of premature disease and death from smoking; but marketing must strike the right balance so as to avoid over-indexing with young people. IEVA has designed a marketing code, followed by its members, that contains the key measures in this area:

- Making sure people who appear in advertising are and appear to be over the age of 30.
- Guidelines for marketing and advertising that include not using cartoons or sports people on packaging and marketing.
- [Read the full code here.](#)

