



Vaping in Ireland

[Vape Business Ireland](#) is the largest vaping trade body in Ireland. Our membership is representative of the manufacture, supply, distribution and sale of vaping products.

The Government has an ambitious plan for a [Tobacco Free Ireland](#) which has a target of 5% smoking prevalence by 2025 but the figure is currently stuck at 17% according to the Department of Health.

Vaping can help reduce the impact on public health of smoking if we listen to the science.

Fact 1

Vaping products (also known as e-cigarettes) are already highly regulated in Ireland and adhere to strict legislation on ingredients and product standards

All vaping products sold in Ireland must be notified to the Department of Health six months in advance of launch. All Irish and EU vaping devices and liquids are regulated by the [Tobacco Products Directive \(TPDII\)](#). TPDII regulates nicotine strengths, bottle sizes and ensures communications about products are factual and clear. The ingredients that make up all Irish regulated vaping products must be provided to the Health Service Executive, with detailed information including chemical studies and risk assessments. These regulations act as an important barrier to any products that do not adhere to EU standards entering the Irish market.

Fact 2

Vaping products are not the same as traditional combustible cigarettes

They do not burn tobacco and do not produce tar or carbon monoxide – the most damaging elements in traditional cigarettes. Vaping is less harmful than smoking. According to the [‘Evidence review of e-cigarettes and heated tobacco products 2018’](#) a report commissioned by Public Health England, ‘vaping is at least 95% less harmful than smoking’ and Cancer Research UK have also stated that ‘evidence so far indicates e-cigarettes are less harmful than tobacco smoking.’

Fact 3

Vaping products have proven to be an effective tool in helping Irish smokers quit

According to figures from the Department of Health’s [2019 Healthy Ireland Survey](#), 38% of those who made an attempt to quit smoking used vaping products and the percentage of Irish Vapers who are smokers or ex-smokers, is 99%. We need to listen to what smokers say works for them and ensure they have appropriate information available to them.

Fact 4

Independent health bodies support vaping as a less harmful alternative to smoking

Major public health authorities and health bodies across the UK and worldwide have backed vaping as a less harmful alternative to smoking, including Public Health England, ASH UK, Cancer Research UK, and the British Medical Association. Unfortunately, their Irish counterparts (Irish Cancer Society, ASH Ireland, and the Irish Heart Foundation) do not hold the same progressive and evidence-based position. For example in New Zealand, [‘Vaping Facts’](#) is a dedicated website curated by the Ministry of Health and the Health Promotion Agency for people who are looking to quit smoking and those who support them, as well as anyone interested in the role of vaping in New Zealand as a way to quit.



Fact 5

Ireland does not have a ban on selling vape products to children

Despite numerous calls by Vape Business Ireland and public health activists, the Government has still not made the sale of vaping products to under 18's illegal. This could be done by a simple amendment to the Public Health (Tobacco) Act.

Making this amendment would protect young people and create an environment in which it is understood that vaping products are strictly for adult smokers.

In the absence of this legislation, all VBI members must follow a strict Code of Conduct to ensure no underage sales.