



Vape Business Ireland E-liquid (nicotine and non-nicotine containing) packaging, labelling and flavour name: Industry Principles

In the context of the 2014/40/EU Tobacco Products Directive (TPD) which was transposed into Irish legislation by The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) as amended and The Public Health (Standardised Packaging of Tobacco Act 2015), Vape Business Ireland members agree to the set of principles which apply to:

- i. e-liquid containers (including bottles, cartridges and any other primary container units, for both nicotine-containing e-liquids and non-nicotine-containing e-liquids) and associated unit packaging and labelling; and
- ii. flavours and flavour names and descriptors.

Vape Business Ireland's agreed principles are:

1. All vaping e-liquid containers placed for sale on the Irish market by Vape Business Ireland members must comply with all relevant Irish and EU legislation and should not infringe the intellectual property rights of any other products.
2. All vaping e-liquid container packaging and labelling placed for sale on the Irish market by Vape Business Ireland members must:
 - a. Not use brand or product names that seek to replicate, imitate, or associate themselves with well-known non-vaping brands or other products, that appear to be popular with under 18s.
 - b. Not display imagery on the product or packaging that closely mimics attributes which are appealing to under 18s and related to youth culture, including cartoons or cartoon characters.
 - c. Feature all health warnings, nicotine strength indicators, ingredients, factual user instruction text and imagery, and other relevant manufacturer, importer and compliance markings as required to comply with the Law.
3. All vaping e-liquid flavours and flavour names and descriptors placed for sale on the Irish market by Vape Business Ireland members must:
 - a. Not use flavour names or descriptors that are misleading, linked to illegal or dangerous substances, sexually inappropriate or have unfounded health claims.
 - b. Not use flavour names/descriptors that are particularly appealing to youths and are associated with youth culture, including popular language or expressions, or names which are reminiscent of confectionary disproportionately appealing to children.
 - c. Adhere to current HSE Guidance on electronic cigarettes and/or refill containers under Regulation 30 (product presentation for electronic cigarettes) under the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016.
 - d. Apply these guidelines to their full vaping e-liquid portfolio, including but not limited to individual Stock Keeping Unit (SKU) names, collection names and flavour descriptors.

ENDS
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