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VAPOROUND

ISSUE 49

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ROARLABS

TURN TO PAGE 60

ST-COP SHUTTING THE DOOR!

Once again tobacco harm reduction advocates and consumer groups were banned from the World Health Organization's COP10



WELCOMED WITH OPEN ARMS

The European Parliament announced it now recognises vaping as an effective smoking cessation tool for individuals looking to quit

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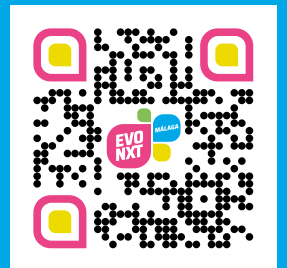
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EDITOR'S NOTE

A warm welcome to the latest issue of Vapouround.

I really wish I could write one of these 'Introductory Letters' with a host of positive coverage for the vaping industry. However, over the last two months there have been some quite significant and of course, controversial stories to hit the headlines, submitting vaping to yet another uphill battle in the public eye. As you all will have heard, the Prime Minister Rishi Sunak announced his plans to ban disposable vapes as part of a drive to curb youth vaping. This is a major blow to our industry, which has seen a surge in demand for disposable products, especially amongst smokers, looking for a 'easy-to-use' device to help them switch. Disposable vapes have driven a rise in youth vaping, as well as the single use devices causing potential harm to the environment. Sunak's party also announced other measures to make vaping less appealing to children, such as restricting sweet and fruity flavours, introducing plain packaging, and changing how vapes are displayed in shops. The industry has reacted

with dismay and anger to the announcement, arguing that it will harm vapers as well as the millions of adult smokers who have used e-cigarettes to quit or reduce their tobacco consumption. Many advocates have criticised the government's approach, saying that it is based on fearmongering news headlines. They point out that vaping is much less harmful than smoking, helping vapers worldwide...so restricting access and choice would only undermine this progress.

We want to hear your views on these issues.

Do you think the government is right to ban disposable vapes? How will these changes affect you and your vaping habits? What do you think the future of vaping in the UK will be?

Please interact with us on social media @vapouround and share your opinions and experiences.

Thank you for your continued support and happy vaping!



Oliver Smith | Editor

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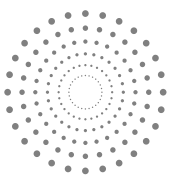
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SHORTFILLS

Vapouround journalist Hannah Rhodes selects her *top picks* of short vape-related stories and research making news around the world.

WALES' *Next Step*

Public Health Wales has announced its new plan with the intentions of minimising youth vaping nationwide. The agency, which is part of NHS Wales, believes the next logical step in regulating vaping is to introduce plain packaging, eliminating displays in shops and banning disposable vapes. Joe Bevan – Director of Celtic Vapours, said: “Rogue retailers are currently selling huge amounts of illegal disposable vapes to children and that needs to be tackled. “If they can do that the youth access will be restricted straight away without having to impose further restrictions on people who are moving to a safer alternative.”

STRICTLY COME *Vaping*



Yet another celeb has been papped with a vape – all whilst looking barely recognisable thanks to a rather glammers take on a ‘classic’ drag makeup look. Craig Revel Horwood, known for his part in the nationally adored Strictly Come Dancing TV show, was spotted clutching a e-cig during a break from his latest west end project. Sporting a Lost Mary in the fan favourite ‘Cola’ flavour, the dancing star’s new out of character style comes as the 58-year-old stars in latest production of Cinderella at the New Wimbledon Theatre.

Forbidden FRUIT



A new law in Texas made it illegal to sell packaged vaping products that depict cartoons or images of fruit or other food and drink related designs. Despite being a response to the motion of ‘enticing minors to vape’, the law could prove problematic for both adult vapers and businesses alike – especially as Texas is the nation’s second-most populous state. Retailers convicted of selling products in newly illegal packaging can also face civil penalties of up to \$3,000 USD, and suspension or revocation of their sales permits.

(NO) SMOKE ON THE WATER

Royal Caribbean (RCL) and Carnival cruise ships have opted for a more inclusive strategy in tackling the concern of second-hand smoke on board their luxury ocean cruises. Previously, passengers and workers were only allowed in designated areas to smoke and vape – with smoking areas on the pool deck and inside the casinos. Instead of banning smoking in the main casino, or creating a designated smoke-only casino, RCL have introduced a smaller secondary casino specifically for non-smokers to enjoy on its Oasis-Class ships.



IS *Anyone* LISTENING?

...Right4Vapers have urged policy makers and health groups in Canada to listen to the lived experiences of people who have chosen non-traditional methods, such as vaping, to quit smoking. A spokesperson for Right4Vapers, Maria Papaioannoy, said: “We have traditionally been left out of the debate even though we are the ones most impacted by regulations... Thousands of Canadians have stopped smoking thanks to vaping.” Despite international recognition that vaping is less harmful than smoking combustible cigarettes, Canada has taken its sweet time to embrace this cessation tool as part of its tobacco harm reduction strategy.



A SIMPLE *Misunderstanding*

Leaked private messages sent by South Korean boy band member Wooyoung went viral on X (formerly Twitter) after he stated he was 'into vapes these days'. However, it later came to light that the English-translated messages were part of a huge miscommunication as Japanese fashion brand BAPE, also known as A Bathing Ape, had been confused with 'vapes'. The ATEEZ singer has stressed that was not his intended meaning and that he was afraid international fans may misunderstand the situation.

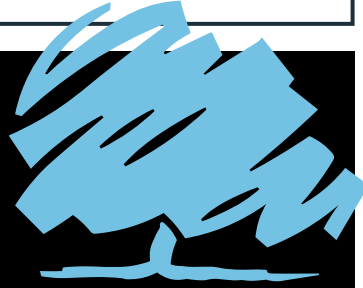
APPEAL

SORRY, WE *Refuse* YOUR DENIALS

The FDA have rolled out yet another set of denied PMTA applications for US-based vaping companies including Bidi and Vapetasia. Bidi originally submitted PMTAs for multiple disposable vapes in 2020 and received MDOs for its flavoured products in September 2021. The company immediately appealed the denial, with the Eleventh Circuit Court ruling in Bidi's favour. Now, the FDA must re-review the denied PMTAs, which remain under review to this day. The FDA has stated that it now expects to act upon 94 percent of covered applications by March 31 and will complete all marketing applications by June 30.

LET'S *Not* FORGET...

Royston Smith – the Conservative MP for Southampton, Itchen – has taken to the internet to voice his concerns over stricter regulations and bans involving vapes. In an online article, he said: "We must strike a balance between tackling underage and illicit vaping and ensuring vapes remain an accessible alternative for the six million plus remaining adult smokers. "Banning all vape flavours, for example, would be immensely counterproductive. Similarly, banning disposable vapes outright seems to me an unnecessarily nuclear option."



Free VAPES?

Adult smokers in Kent are being offered free vapes as part of the UK's swap to stop scheme. Kent County Council (KCC) will receive £1.9 million from the Government's £70 million funding pot in hopes of decreasing the current 11.6 percent national smoking rate. Further annual funding is expected to follow, provided by the Department of Health and Social Care for an additional four years, between 2025 and 2029. KCC Director of Public Health, Dr Anjan Ghosh, said: "We're excited to receive the biggest local authority grant...to help Kent's remaining 167,000 residents who still smoke to stop."

RETAILER *Rise*

Research published by JTI has revealed 28 percent of retailers have reported a rise in customers asking for illicit tobacco and vapes. Three quarters of retailers have also commented that they believe the main reason behind this spike could be due to wanting to boost sales. Of those surveyed, 72 percent said they would welcome tougher measures to ensure only legal products are sold as well as stricter penalties and fines for those who break the law.



PAINTED WITH THE *Same Brush*



The Portuguese Government have begun talks surrounding a new draft law regulating tobacco use alongside several provisions on vaping with aims to extend smoke-free areas in outdoor spaces. Draft Law No. 88/XV would effectively ban vaping in spaces such as the terraces of bars and restaurants

as well as restrict the sale of vaping products by banning online sales. Alberto Gómez Hernández – Community Manager of the World Vapers' Alliance – said: "The Portuguese Government should rather focus on preventing minors from accessing the products while keeping them available for adult smokers."

Extra MEASURES

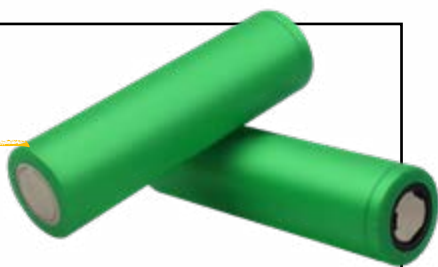
Malaysia's House of Representatives has passed an anti-smoking bill aimed at protecting minors, which include vaping devices and products. Originally submitted by the country's Health Minister Saliha Mustafa, it contains stipulations in the prohibition of selling and purchasing nicotine-based products to underage individuals. Laws surrounding the matter are already in place, including the advertising, promotion and sponsorship of tobacco products, however the recently expanded efforts will cover all products such as tobacco substitutes. This latest development will also require all importers and manufacturers to register each product produced for the Malaysian market – allowing unregistered, illegal products to be easily identifiable.

WHAT'S *Really* IN YOUR VAPE?



BBC Three has officially signed off on the creation of new vape related documentary 'What's Really in Your Vape?' – with plans of hitting the online streaming platform early this year. Fronted by fellow vape-user and BBC Radio One presenter Jordan North, the documentary promises to 'seek answers' to varying questions currently circulating among the general public. Jordan North said: "I'm really interested in this subject, as a vaper myself I'm desperate to know what's inside my vape!"

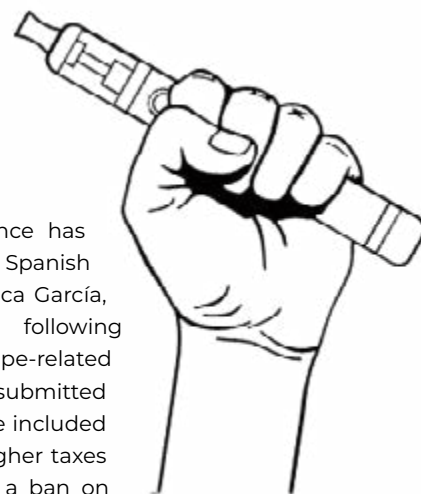
A *Cobalt* CRISIS



People across the world are being convinced via TikTok to boycott vaping in solidarity with the people of the Democratic Republic of Congo following the mining of cobalt. Minerals such as cobalt are an essential component in the creation of lithium-ion batteries, which are found in the likes of phones, electric vehicles and vaping devices. According to the Cobalt Institute, as of 2021, roughly 74 percent of the world's cobalt was mined in the DRC. The U.S. Department of Labor added lithium-ion batteries to their list of products that are confirmed to involve child labour in 2022.

Dear GARCIA

The World Vapers' Alliance has sent an open letter to the Spanish Ministry of Health's Mónica García, calling for reflection following the latest potential vape-related restrictions. Changes submitted during the last legislature included a ban on flavours and higher taxes on electronic cigarettes, a ban on their use in smoke-free areas, and their sale online and in specialised establishments. Michael Landl – Director of the WVA – said: "In Spain, more than 50,000 people still die every year from smoking-related diseases. "Spain needs to adopt an anti-smoking strategy that includes the use of less harmful nicotine products as a smoking cessation tool."



TOP OF THE *Leaderboard*

Market research recently conducted to uncover which countries have the highest vape consumers in the world has been announced. The data – conducted in several countries during January to March 2023 – surveyed 1000 to 9500 respondents aged 18 to 64 years. Coming in top of the list was Indonesia, with as many as 25 percent of the population responding to the study, admitted to having used e-cigarettes at least once. This figure is the highest in the survey, beating respondents from America at 15 percent and England with 13 percent saying they vaped.



TO THE *Butter* END

Mexican President Andres Manuel Lopez Obrador plans to present a law banning vapes before his departure from the office in later this year. Despite the supreme court overruling his previous attempt to outlaw their sale, he continues to fight for the demise of the scientifically proven life-saving devices. At a recent news conference, he said: "It's proven they're bad for your health." This public health crackdown has already overspilled into the vaping world as the country has already banned the import of e-cigarettes.

NOT JUST COSTING US *Money*

It isn't unknown that smoking costs the economy in more ways than one... but new research from Action on Smoking and Health (ASH) has put a number on the financial burden cigarettes carry. Figures provided by the non-profit shines light on the astonishing £50 billion GBP plaguing the UK every year alongside an estimated 76,000 people dying annually from the deadly habit. This latest assessment of smoking's economic impact is much larger than previously thought and when compared to the £11.3 billion tax take on cigarettes, more clearly needs to be done to combat the issue.

ash.
action on smoking and health



PRIME TIME TO *Invest*

Viral energy drink sensation Prime is exploring other profitable avenues as their global takeover continues. The US brand recently register its logo with the Intellectual Property Office across several classes, including shower gels and laundry products; beers, wines and spirits; and most notably vaping equipment. Co-founded by YouTube influencers KSI and Logan Paul, Prime's Hydration and Energy products have reached a combined £131.1m since its debut within the UK market back in summer 2022. Although this isn't the first time the brand has hinted at a portfolio expansion, Prime is yet to publicly introduce any future vaping products.

SO, THE *Tests* CAME BACK...

Vaping think tank, 2FIRSTS has published concerning results after investigating the quality of Southeast Asian e-cigarettes. The findings, conducted on-site back in December 2023, found that in a batch of eight samples, one set of products contained two times the national standard limit of diacetyl. Among the remaining sets of products subjected to third-party testing, five sets also tested positive for arsenic. Upon reviewing these surprising results, 2FIRSTS shared the information with the Vape Consumer Association of Malaysia, who said: "We plan to use this information, along with other relevant findings to actively engage with the Malaysian government."



THE TRUTH. THE WHOLE *Truth*

A new study from researchers at UCL implies that misinformation surrounding vaping in mainstream media has played a significant role in the decline of smoking rates.

Words: Grace Lynk

University College London (UCL) have conducted a study which shows that the long-term decline in smoking across the UK has nearly ground to a halt, with misinformation on vaping being a predominant reason.

The research, published in the BMC Medicine Journal, states that the slowdown in individuals quitting smoking began in 2020, and hasn't shown real signs of improvement in the past four years.

Dr Sarah Jackson, the lead author from the UCL Institute of Epidemiology and Health Care, has said: "Smoking prevalence has been falling among adults in England at a steady rate for more than 20 years.

"Our data shows that this decline has stalled, with an increase in quitting potentially having been offset by a rise in people taking up smoking or an increase in late relapse."

This revelation has important implications for vape retailers, who have found that the devices aren't being encouraged as a vital smoking-cessation tool, but instead as a health threat comparable to traditional tobacco.

Vaping manufacturers are urging people to see that studies such as this one are definitive proof that now, more than ever, would be the worst time to ban vapes in the UK.

Marcus Saxton, the chairman of the Independent British Vape Trade Association (IBVTA), has acted as a spokesperson for the industry, stating: "This important research from UCL shows that the government's smoke free ambition is stalling.

"The authors also rightly point to the media attention on vaping and the subsequent disconnect between the substantially greater risks from smoking.

"43 percent of smokers believe that vaping is equally or more harmful than smoking, an increase of 60 percent since 2019."

Concerns regarding misinformation have plagued the vaping industry for years, but with the statistics being shown in black and white, individuals like Marcus Saxton are more determined than ever to speak up.

He continued: "These are truly shocking figures, reflecting the never-ending cycle of negative stories on vaping. Therefore, it is no surprise that smoking rates remain stubbornly high.

"The focus on vaping, particularly single-use products that are important to quit attempts, is driving this misperception.

"We welcome proportionate legislation, but these smoking figures show now is not the time to ban those vaping devices and flavours that are crucial in getting smokers to quit tobacco."

IBVTA and the UCL Research Team are not the first to bring these issues to light, with Cancer Research UK also arguing that in order to encourage smoking cessation, bolder measures are needed to prevent rising numbers.

The UK Government have set a target for the country to be smokefree by 2030, a projection that Cancer Research have recently deemed to be unlikely.

As it stands, they have predicted that England is currently nine years off-target for the smokefree ambition, defined as the average adult smoking rate being five percent or less across the country.

“

We welcome proportionate legislation, but these smoking figures show now is not the time to ban those vaping devices and flavours that are crucial in getting smokers to quit tobacco.

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WELCOMED WITH *Open Arms*

Following the endorsement from the EU's Subcommittee on Public Health, vaping now gets the green light from the European Parliament.

Words: Oliver Smith

The European Parliament has accepted that vaping does play an important role in aiding smoking cessation, after recognising it in a published report.

This supportive and promising adoption by the Parliament stands as a pivotal moment for the industry in the fight against smoking-related illnesses.

The report is a part of the Parliament's broader initiative on the prevention of non-communicable diseases.

Within this, it acknowledged vaping as an effective method for smoking cessation, possibly setting a new direction for health policies within the EU.

The move follows the EU's recent Subcommittee on Public Health (SANT) endorsement.

However, a point of contention remains with the initial recommendation by the SANT still being to limit vaping in certain public areas.

Michael Landl, the Director of the World Vapers Alliance (WVA), said the full adoption of the report by the Parliament is a step forward.

Underscoring a significant shift in recognising vaping's positive impact on public health around Europe.

The WVA director said: "We now call on the European Commission to align with this perspective, as it represents the collective voice and decision of the Parliament, the direct representatives of EU citizens.

"Listening to this voice is not just a matter of policy but of democratic responsibility.

Addressing the SANT's recommendation of public vaping, Landl said: "While we welcome the Parliament's endorsement, the proposed restrictions on vaping in public spaces are concerning.

"Such measures could inadvertently hinder smokers' transition to a less harmful alternative.

"It's vital to base regulatory decisions on scientific evidence, distinguishing vaping from smoking."

In a press release by the WVA, the organisation, that has been working very closely with the developments of this report, emphasised their commitment and advocacy for harm reduction strategies to be integrated into EU public health policies.

Stating: "We advocate for a regulatory approach that supports public health objectives while respecting the nuances between smoking and vaping."

This approach will be crucial for effectively reducing smoking rates and tackling preventable illnesses across Europe.

“““

WE NOW CALL ON THE EUROPEAN COMMISSION TO ALIGN WITH THIS PERSPECTIVE, AS IT REPRESENTS THE COLLECTIVE VOICE AND DECISION OF THE PARLIAMENT, THE DIRECT REPRESENTATIVES OF EU CITIZENS.

FAMILY FEUD

Estranged younger brother of Singaporean Prime Minister has used his social media platform to call out the vaping ban across the country.

Words: Grace Lynk



Lee Hsien Yang, the estranged younger brother of Singapore's Prime Minister Lee Hsien Loong, has spoken up in opposition of his country's vaping ban.

Igniting a family feud in a recent Facebook post, Yang wrote: "Singapore should lift the ban on e-cigarettes.

"The benefits that would accrue from regulated use of e-cigarettes outweigh the potential risks involved."

He continued: "The evidence that vaping is far less harmful than smoking cigarettes is well-documented and accepted...it is far better to regulate vaping and impose safety standards.

"We should permit vaping for people trying to quit smoking...to dogmatically retain the existing regulations is simply bad public policy."

In a subsequent Facebook post, Yang shared a screenshot of a UK webpage, stating: "Experts in the UK have found, based on international evidence, that while vaping is not risk free, it poses a small fraction of the risks of smoking."

In spite of this, the Singapore Government are showing no signs of slowing their clampdown, with Immigration and Checkpoints Authority continuing to conduct operations at land and sea checkpoints in the coming months.

Vaping has been illegal in Singapore since early 2018, prohibiting the possession, use and purchase of e-cigarettes and related products across the country.

The enforcement against vaping has been intensified dramatically in recent months, with enhanced online surveillance and enforced advertisement bans.

In fact, it was only early January when the arrest of 177 individuals took place at Changi Airport, a result of enforcement being stepped up at border checkpoints across the country.

If punished for the offences, individuals charged could face being hit with a maximum fine of \$2000 Singapore dollars (SGD).

For repeat offenders, the penalties are more severe, with those found importing or selling potentially facing a jail term of up to six months and a hefty fine of \$10,000 SGD.

Subsequent convictions may result in an escalation of the cost of these fines, or, in a worst-case scenario, time spent behind bars extending to a whole year.

An influx of people being fined across the country has incurred since the government ordered authorities to crack down on vapes from the end of 2023 into this year.

Deputy Prime Minister and Finance Minister of Singapore, Lawrence Wong, has claimed that the vape ban was originally implemented to 'protect the population from the harm of e-cigarettes'.

He went on to say: "In any case, the government has no plans to change our current approach, as our priority is to protect the health of our population and prevent e-cigarettes from causing harm to our people."



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TO DOGMATICALLY
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Be Vape Vigilant

With *rough sellers casting a dark shadow over the vaping sector, the UKVIA calls on industry professionals, consumers and the general public in their new scheme 'Be Vape Vigilant'*

Words: Oliver Smith



Authorities have been alerted to more than 100 retailers suspected of underage and illicit vape sales through the UK Vaping Industry Association's (UKVIA) nationwide 'Be Vape Vigilant' initiative.

The ongoing campaign, which started at the end of 2023 is supported by Trading Standards, the Association of Convenience Stores and the wider retail sector.

This initiative has been created to encourage legitimate businesses and the general public to help cut off youth sales and the supply of illegal products at source by turning in those retailers and wholesalers believed to be flouting the law.

A new online platform has been established as part of the initiative, through which suspected rogue traders can be reported.

The UKVIA then passes the information on to the relevant authorities who will use the intelligence in their ongoing efforts to crackdown on rogue traders.

Kate Pike, Lead Officer for Vaping at Trading Standards, said: "Trading Standards Services rely on intelligence to target enforcement effectively and efficiently.

"So, we are pleased that the Be Vape Vigilant reporting line is being used to let us know about people selling illegal vapes and/or selling vapes to children.

"The more intelligence the better from our point of view."

Of those businesses flagged, more than half were non-specialist retailers including convenience stores, corner

shops, off-licenses and market stalls.

One of the sellers reported through the platform was a dessert shop and one was a private residence.

Almost 20 percent of all reports related exclusively to the underage sale of vaping products, while 47 percent related exclusively to illicit and non-compliant products.



**MANY OF THE
REPORTS
ACTUALLY CAME
FROM LEGITIMATE
VAPE RETAILERS,
WHICH MAKES
CLEAR THAT
UNSCRUPULOUS
SELLERS ARE
NOT WELCOME
AND WILL NOT BE
TOLERATED BY
OUR INDUSTRY**



Overall, more than one third of the reported businesses were believed to be guilty of both.

John Dunne, the UKVIA's Director General said: "I was pleased to see so many people have engaged with the campaign in the short time since its launch and thank all those who have used the Be Vape Vigilant platform to sound the alarm on retailers

suspected of underage and illicit vape sales.

"Many of the reports actually came from legitimate vape retailers, which makes clear that unscrupulous sellers are not welcome and will not be tolerated by our industry.

"The data gathered from the first batch of reports supports the link between youth access to vaping and illicit products with many of the retailers believed to be engaging in both.

"Further, the sheer number of reports, paired with the fact that two of the retailers have already been reported to the authorities, reinforces the need for greater resources and support for Trading Standards."

Dunne added: "The UKVIA is currently involved in a major industry-wide consultation to develop a framework for vape retail and distributor licensing.

"Which could generate millions of pounds in additional funding for enforcement and further bring the hammer down on rogue retailers.

"While 100 reports is an excellent first milestone, this only represents a step on the journey to creating a more responsible and accountable sector,

"Which is why the UKVIA will be ramping up this campaign moving into 2024 and is calling on those within and outside the industry to be vape vigilant."

As part of the Be Vape Vigilant initiative, the UKVIA has also created downloadable materials which responsible businesses can display in-store and online to mobilise the general public in helping to bring cowboy retailers and wholesalers to justice.

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18+



AN EVERGREEN COMMUNITY?

*Following a survey from vaping retailer Vape Green,
Vapouround breaks down some of the key findings
from the opinions of real vapers.*

Words: Oliver Smith

“ WITH THE CURRENT OPEN CONSULTATION ON PROPOSED LEGISLATION CHANGES SURROUNDING VAPING, WE RAN A SURVEY ASKING OUR CUSTOMERS TO COMMENT ON A RANGE OF VAPING ISSUES. ”

Retailer Vape Green has published the results of a survey, that has compiled data from vapers on their habits, preferences and opinions on potential government restrictions.

Titled 'UK Vapers Survey 2023', the team at Vape Green were able to map out a wider public opinion from the over 100 respondents they had to the study.

The team found a number of positive outcomes from this survey, that painted an exciting future for the vaping community and the industry.

From the 129 respondents, it found that 88.4 percent of those surveyed successfully quit smoking with help from a vaping device.

Open and refillable pod kits were found to be the most effective device when helping the former smokers quit.

Nicotine-free or 0mg vapes were reported to be the least effective method in smoking cessation.

Among those who haven't successfully quit smoking, 100 percent reported that vaping helps to reduce their daily cigarette use.

And the most commonly reported reasons for vaping were to quit smoking for health reasons as well as saving money.

A spokesperson for Vape Green said: "We ran a survey asking our customers about their vaping experience and previous smoking habits, including which devices and nicotine strengths they use and what helped them quit smoking.

"As well as for those who vape but still smoke, we investigated how vaping affects their smoking habits."

When it came to the vapers' opinions on current state of

vaping legislation, on top of the looming threats from the UK government, the survey produced readings that has worried advocates.

Respondents were asked: "If the UK government banned vaping or significantly restricted your access to vape products, what would you do?"

38.8 percent of UK vapers said they would go back to smoking

34.9 percent said they would be forced to purchase illicit products

26.4 percent said they would quit vaping

Finally, the survey reported a number of initiatives and legislations that vapers would support and oppose.

For harsher fines to store owners selling e-cigarettes to under-18s, 82.2 percent of the community were in support.

As well as 58.9 percent supporting public recycling bins in city centres for single use vaping devices.

A big positive was the readings that found 96.9 percent opposed a higher tax on nicotine products.

Not to mention a ban on all flavours except tobacco which the community was against even stronger with 97.7 opposing the planned legislation.

The spokesperson for Vape Green continued: "With the current open consultation on proposed legislation changes surrounding vaping, we ran a survey asking our customers to comment on a range of vaping issues.

"From changes they'd support to the broader question of what they would do if the UK government restricted their access to vaping."



After a very successful 2023 for vaping, market research reveals the cessation products are the fastest growing category in the UK for the second year running.

Words: Hannah Rhodes

Market researcher NIQ and The Grocer have been hard at work collecting data across the UK to shed light on the most purchased retail products of 2023.

What might have come as a surprise to the public, topping the list were vapes, having

more than doubled in size and adding almost £1bn GBP in extra sales this past year alone.

NIQ noted that vaping products also saw growth in the amount bought, while sales of cigarettes and loose tobacco were down £849.1m and £393.1m respectively on a sales value basis.

Another area seen to increase was sport and energy drinks, boosted by the social media 'it' drink Prime Hydration, who were also caught trying their luck within the vaping industry by applying for logo licensing.

Now worth £1.7bn, vaping was officially crowned last year's fastest-growing category in The Top Products Survey, adding £897.5m in sales and shifting 155.2 million extra packs through multiples, convenience stores, and independents.

Despite coming under fire in the media and among the public, the mass surge isn't that unexpected. John Dunne – Director General of the UK Vaping Industry Association – said:

"We are not surprised the UK vape industry has continued to thrive as it shows the extraordinary demand by adult smokers for this highly popular alternative to combustible cigarettes.

"Continued consumer growth shows there is a strong demand for a product that



can transform lives for the better, create jobs, boost local spending, contribute to the exchequer, and save the NHS millions in treating smoking-related illnesses.”

While ELFBAR remains the UK’s bestselling vape brand, sister brand Lost Mary was dubbed 2023’s biggest gainer, with £310.7m in extra sales, thus becoming the second biggest brand to take on the UK market.

Chinese brand SKE – best known for their Crystal Bar Disposable Vapes – was ranked third biggest brand thanks to their £203m growth in sales.

Unfortunately, despite 155 million more vapes being sold in 2023 than in 2022, it isn’t all sunshine and rainbows inside the industry as many brands struggled to make headway in the UK due to rising inflation and fierce competition.

One brand dominating the US disposable market is Geek Bar, but unlike its success overseas, saw a £39.5m drop in its British sales.

The ever-looming threat of stricter regulations within the UK has also certainly seen a rise this past year, which has undoubtedly affected the market.

Towards the end of last year, Prime Minister Rishi Sunak announced a ‘smoking and vaping crackdown’ as well as a potential disposable vape ban that inevitably sent shockwaves throughout the industry and its consumers.

With all eyes fixated on both sides’ next move, it can be agreed that those caught in the crossfire will continue to hold their breaths as news following new regulations and restrictions are brought into focus.

Although 2024’s trajectory is yet to be uncovered, the popularity and influence vapes have had among those searching for an effective way to quit smoking are only destined to continue growing, regardless of what is to come next.

“
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GROWTH
SHOWS THERE
IS A STRONG
DEMAND FOR
A PRODUCT
THAT CAN
TRANSFORM
LIVES FOR THE
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WHAT DID SHE SAY?

***UKVIA has written
to Health Minister
after she appeared
to confuse nicotine
and smoking.***



The UK Vaping Industry Association has written to Health Minister Andrea Leadsom after she wrongly told a Westminster Hall debate that nicotine ‘causes 70 percent of lung cancer deaths’.

The debate focused on the Government’s plans for a smoke free generation and heard that the public wanted politicians to take the lead to end smoking.

It came after Cancer Research UK reported that the Government was almost a decade behind its plans for England to become smoke free by 2030 with some of the most deprived areas not on track to hit the target until after 2050.

However, the Health Minister caused confusion when she told MPs: “Unlike other consumer products, there is no safe level of nicotine consumption; it is a product that kills up to two thirds of its long-term users and causes 70% of lung cancer deaths.”

Describing the comments as ‘fundamentally incorrect,’ UKVIA Director General John Dunne wrote to the minister to express his concerns about her words.

Dunne said in his letter: “This statement is fundamentally incorrect, suggesting a potential confusion between the health impacts of cigarette smoking and nicotine consumption.

“Such a misconception is concerning as it poses a risk of leading the government to draw inaccurate conclusions on how to minimise the health impacts of smoking.

“For the sake of clarity, please understand that there is no evidence that consuming nicotine causes any form of cancer.

“Despite nicotine being a highly addictive substance, it’s crucial to highlight that the heightened risk of cancer associated with cigarette smoking stems from at least 69 other chemicals present in cigarettes.

“Importantly, there is no evidence establishing a causal link between nicotine consumption and increased cancer rates.”

According to Cancer Research UK: “Nicotine is the chemical that makes cigarettes addictive but it is not responsible for the harmful effects of smoking and nicotine does not cause cancer.”

NHS UK says: “Nicotine itself does not cause cancer, lung disease, heart disease or stroke and has been used safely for many years in medicines to help people stop smoking.”


“**SUCH A MISCONCEPTION IS CONCERNING AS IT POSES A RISK OF LEADING THE GOVERNMENT TO DRAW INACCURATE CONCLUSIONS ON HOW TO MINIMISE THE HEALTH IMPACTS OF SMOKING.**”



SEEING SENSE

After countless worrying months for the future of vaping in Ireland, has the pause on a potential tax giving vapers a small ounce of hope.

Words: Oliver Smith



“““ THE RISK PROFILE OF VAPING PRODUCTS IS MUCH LOWER THAN THAT OF COMBUSTION CIGARETTES AND THEY SHOULD BE TAXED AS SUCH.”””

Ireland's Finance Minister Michael McGrath has announced the postponement of a planned nationwide vaping tax.

The move comes after many advocates voiced concerns it would discourage current smokers from quitting with the use of e-cigarettes.

Officials from the Department of Finance (DOF) stated the need to strike a balance between discouraging the youth from vaping as well as supporting smokers who make the switch to vaping.

The DOF's submission also expressed concerns over vapers switching to the black market if the tax was enacted.

When the potential bill was first announced, Chris Macey, Director of Advocacy at the Irish Heart Foundation welcomed the tax.

He said: "Nicotine is one of the most addictive substances on the planet and there has been an explosion in youth use of e-cigarettes that has been further fuelled by the advent of disposable vapes.

"We can't afford to wait a moment longer than necessary to impose this tax."

In response, McGrath stated that introducing the new tax on vapes would have been 'challenging' to implement, after the country's government intended to apply the levy on e-cigarettes as part of a public health response to vaping.

Talking about the difficulty of implementation, McGrath said: "A domestic tax will require significant IT, administrative, control, and compliance costs."

Implementation of the tax was postponed with no new date in sight, while the government also waits for an EU framework to ease its implementation.

However, according to media reports, health officials recommended 'e-cigarettes be taxed differently based on their comparative harm versus traditional cigarettes'.

The update of the EU Tobacco Tax Directive is expected to include an EU-wide excise tax on vaping products.

Michael Landl, Director of the World Vapers' Alliance, commented: "We welcome the decision of the Minister of Finance and ask the Irish Government to keep a tax differential between electronic and traditional cigarettes in the future large enough to incentivise smokers to switch.

"The risk profile of vaping products is much lower than that of combustion cigarettes and they should be taxed as such.

"If the tax had been approved, it would have pushed tens of thousands of vapers back to smoking".

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WHY CHINESE VAPE COMPANIES HAVE A HUGE RESPONSIBILITY TO ENSURE PRODUCTS ARE COMPLIANT

***And how the leading firms are spending
many millions of pounds to do just that.***

UKVIA

**Words: John Dunne,
Director General, UKVIA**

There are two
totally separate vape
industries operating
right now in the UK.

The regulated sector works within the law, takes product safety with utmost seriousness and invests heavily in production facilities which are as clean as operating theatres.

The black-market sector, on the other hand, unleashes potentially unsafe, untested and unregulated products with a total disregard for rules and regulations and works from squalid factories without even a nod to health and safety.

It has been estimated that at least a third of the UK's £3bn vape market derives from illicit and illegal products.

This is why I really hope that the Government resists the urge to ban single use devices when it publishes its new vaping regulations, as doing so would only lead to more illicit products flooding the market.



BRANDS NEED TO COMPLY WITH ALL LOCAL LAWS OR THEY RISK KILLING OUR INDUSTRY. PLEASE, PLEASE STAY FROM YOUTH-APPEALING IMAGES ETC.

One of my last duties as Director General last year was to head a two-week UKVIA delegation to China where we attended the annual ECCC Conference.

Along with a number of facility tours and a packed schedule of meetings with industry leaders and key players.

While there, I spoke about many of the challenges our industry is facing, especially regarding youth uptake and environmental concerns.

I made it very clear that Chinese brands have a huge responsibility to address these issues, and while underage vaping dominated the headlines towards the end of last year, it is the environment which is the current focus of attention.

Back home, the Department for the Environment, Food and Rural Affairs (DEFRA), has launched a consultation to seek views on reforms to the Waste Electrical and Electronic Equipment Regulations 2013, which are intended to drive up levels of separately collected WEEE for re-use and recycling.

Tellingly DEFRA says: "We want to ensure producers and distributors of electrical and electronic products finance the full net cost of collection and proper treatment of products that end up as waste."

The government is looking to give vapes its own WEEE category to ensure that manufacturers and importers 'pay the full cost' for the separate collection and recycling of waste vapes.

While in China, I told the ECCC conference: "Brands need to comply with all local laws or they risk killing our industry."

"When you are looking at the design of your devices and their packaging plus the naming criteria of your flavours and your marketing please, please stay from youth-appealing images etc."

"If you don't, I fear that next year I will be standing here discussing a very different vaping landscape in the UK and the change will not be for the good."

I explained that the following are all big areas of concern and they are not acceptable:

The failure to comply with the WEEE regulations. Non-compliance will be costly and the regulators announced this week that there will be unlimited fines for retailers with more than £100,000 in sales of vaping products if they do not have a recycling facility in place.

MARKETING AND SALE OF ILLEGAL BIG PUFF DEVICES

Selling non-registered products or marketing products designed to attract children.

The illegal use of social media – especially on platforms which have a high child demographic and poor age gating

Failing to deal with the environmental impact of disposables.

Overall, I was very impressed with the money being spent by many leading Chinese companies to ensure that only the highest possible standards in product safety and compliance are met.

I wish to thank every company and individual for their amazing hospitality during our visit.

When we toured the development centre and production base of e-liquid manufacturer Zinwi.

For example, I was struck that their state-of-the-art testing facilities would make leading universities envious.

I don't think I have ever seen so much cutting-edge testing equipment in one building before and one of the machines alone cost more than \$2M.

It is only by maintaining the very highest of standards that our industry will thrive and fulfil its main role of saving lives.

The background of the poster is a vibrant sunset scene at a beach. Several palm trees are silhouetted against the orange and red sky. In the foreground, a large crowd of people is seen from behind, looking towards a stage. The stage is illuminated with bright lights, and a large screen displays a green landscape. The overall atmosphere is festive and tropical.

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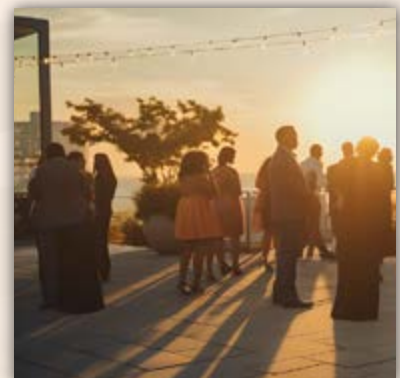
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FIGHT FOR FLAVOURS

Flavoured vape products **may face a ban** in the UK to tackle underage vaping, **threatening the future** of vaping. It's crucial to **support efforts** to prevent the flavour ban as **flavours are essential** for smokers **making the switch** to vaping.

UK VAPERS ITS TIME TO ACT
SIGN THE PETITION
TO SAVE YOUR FLAVOURS



#StopTheFlavourBan

THROUGH THE REAR-VIEW MIRROR



UK supermarket chain Waitrose announced it would be halting all sales of single-use vaping products due to environmental concerns.

The Netherlands bans flavours and Belgium says that it would be starting to plan restrictions to flavour names and vape devices.

Policymakers in Taiwan implement a ban on all its vaping products.

JAN

The FDA draws up a plan for new requirements in tobacco product manufacturing regarding the design, packing and storage of vaping and other tobacco products.

A U.S. federal judge throws out a tobacco industry lawsuit against the Californian state-wide ban on sales of flavoured vaping and other tobacco products.



MAR

Australia announces that it will ban the importation of all non-prescription vaping products, including those that do not contain nicotine.

MAY

Bloomberg Philanthropies commits a huge \$420 million USD over the next four years to the Bloomberg Initiative to Reduce Tobacco Use.

FDA are asked to adopt a new enforcement policy directed at 'illegally marketed disposable electronic nicotine-delivery system (ENDS)' products.



FEB

Malaysia removes nicotine e-liquid used in e-cigarettes and other vaping devices from the country's 'Poisons List of Controlled Substances'.

The UK government announces plans to give 1 million smokers free vaping starter kits to encourage them to give up tobacco products.

APR

Middle Eastern vaping brand ANDS launches Slix, a disposable vape that it says is 99.29 percent recyclable.

The FDA issues warning letters to 189 retailers for selling unauthorized tobacco products, specifically Elf Bar and Esco Bars brands.

Hawaiian law makes shipping of vaping and other tobacco products valued over \$10,000 USD a crime.



JUN

Vapouround takes a look back at the rollercoaster ride of 2023, highlighting the many triumphs and turbulences through the year's vaping calendar.

Words: Oliver Smith

The global vaping community has once again survived another year of setbacks, 2023 was no easy ride...but our resilient industry continued to grow against the odds.

However, it remains a frustrating environment for vape brands to do business...with regulatory enforcements on vaping's harm reduction potential continuing to hinder its uptake by current cigarette smokers.

Misinformation surrounding the vaping industry with rife in 2023, a

Rutgers study found that nearly half of cigarette smokers and young adult non-smokers thought that nicotine-based e-cigarettes had the same amount or even more harmful chemicals than regular tobacco-based cigarettes.

Although, despite the challenges, more and more former smokers continue to switch over to the harm reduction tool.

Vapouround has gone back through the 2023 archive and put together a month-by-month recap of the vaping industry's biggest headlines of the year.

The Global Forum on Nicotine celebrated its tenth anniversary in Warsaw, with experts in tobacco harm reduction, advocates and consumers was set to be dominated by discussions about the upcoming WHO's FCTC COP10.

A study linking nicotine vapes to liver disease was retracted from the Gastroenterology Research site.



A massive fire erupted and destroyed British vaping powerhouse Dinner Lady's factory in the North of England.

The UK Vaping Industry Association (UKVIA) announces that it will exclude tobacco companies from joining its membership.

SEP

The 10th Conference of the Parties (COP10) to the World Health Organization Framework Convention on Tobacco Control is postponed, officially due to unrest in the host nation, Panama.



Ukraine implemented a consumption tax on all disposable devices as well as Venezuela, who put bans on all its vaping products.

New Zealand imposed its new regulations to help limit the worrying rise in youth vaping.

The Coalition of Asia Pacific Tobacco Harm Reduction Advocates launches its shadow report on the World Health Organization's failing tobacco harm reduction strategy.

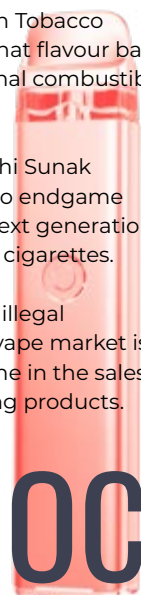
AUG

A new study, 'E-Cigarette Flavor Restrictions' Effects on Tobacco Product Sales', finds that flavour bans boost sales of traditional combustible cigarettes.

UK Prime Minister Rishi Sunak announces his tobacco endgame plan, cutting off the next generation from ever purchasing cigarettes.

Altria says a booming illegal disposable flavoured vape market is causing a major decline in the sales of its authorized vaping products.

OCT



The UKVIA hosted their annual forum and awards dinner at the Queen Elizabeth II Centre in London.

U.S. House lawmakers demand information from federal officials on what they are doing to stop the influx of kid-appealing electronic cigarettes from China.

Irish government announced that there will be a halt on a proposed vaping tax nationwide.

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BUSINESS OPEN AS USUAL

Specialist vape stores in the UK are throwing all caution to the wind, with over 230 new outlets opening amid government plans to implement tighter restrictions on vaping products.

Words: Grace Lynk



Now, more than ever, vapers across the UK will be having a particularly hard time knowing where they stand, with opinions and regulations on vaping products seeming to shift on a monthly basis.

Anyone who has kept up to date with the vaping industry will be aware that last year, thousands of passionate vaping advocates were left blindsided by the UK government opening a consultation for tighter restrictions and a potential disposable ban.

Amid government concerns about the impact of vaping devices on children and the environment, other plans under consideration also include significant price rises and flavour restrictions on the cessation tools.

For anyone using a vape to quit their lifelong smoking habit, this news is naturally disheartening... which is why it should come as a small relief to know that the vaping industry is determined to thrive regardless.

New figures have revealed that, in the face of all this adversity, more than 230 independent vape stores have opened their doors across the UK over the last year.

According to a survey led by the Local Data Company (LDC), this statistic represents a sharp increase from the 61 new stores opened only back in 2022.

With 233 stores opening in 2023 alone, the total number of independent vape outlets in the UK has been brought to 3573, not including corner shops, post office branches or other outlets stocking vapes.

So why and how is this still happening in a political landscape generally in opposition to vaping devices and other related products?

Market researcher NIQ and trade magazine The Grocer have drawn attention to the fact that these vape stores are opening amid a general boom in vaping products, with a growth in sales of £897 million last year alone.

This increase in sales mirrors an increase in consumer desire, proving that the market for vaping devices in the UK is still thriving, and that even a ban wouldn't be the last nail in the coffin.

Director General of the UKVIA, John Dunne, has said on the matter: "Vapes are proven to be the most effective way for smokers to quit, helping around 50,000 more smokers beat their habit every year."

"A rise in the number of specialist vape shops reflects a growing demand from smokers wanting to quit a habit that kills over 200 people every day in the UK alone."

The UKVIA, being the leading trade body for the vape sector, have long been calling for a fit-for-purpose licensing scheme to proactively enforce laws and take action against rogue retailers, who are a massive part of the problem.

Let's set something straight...a specialist vape shop is not the same thing as a local convenience store selling vaping products completely unmonitored, a difference that has unfortunately been lost on a striking amount of people.

John Dunne specified: "The independent specialist vape shop in the UK plays an important role in advising smokers how best to make the switch to vapes, and ultimately how to continue their journey to zero nicotine."

Alas, misinformation has still accumulated in an angry mob of UK citizens chiming in to implement a vape ban without fully understanding the repercussions of denying cessation tools to smokers.

A new system, as encouraged by the UKVIA, could actually appease both vapers and the misinformed public, with a competent licensing scheme and immediate fines of up to £10,000 for retailers caught selling non-compliant 'big-puff' devices.

This could, with some patience, eventually see vaping fulfil its potential as a cessation tool without the need for prohibitive measures, a drastic and needless change that would only interrupt millions of quitting journeys.

There's a cross-party consensus in the UK Government that increased regulation isn't the issue, with Mark Eastwood, MP, saying: "The legal vaping industry, like any other industry, needs protecting from criminal activity and illegal competition."

The future of the industry is currently unknown, but vapers in the UK should sleep easy knowing that even in the height of all this confusion, specialist vape stores will not be going anywhere without putting up a fight.



A RISE IN THE NUMBER OF SPECIALIST VAPE SHOPS REFLECTS A GROWING DEMAND FROM SMOKERS WANTING TO QUIT A HABIT THAT KILLS OVER 200 PEOPLE EVERY DAY IN THE UK ALONE

LABOURS LEARNING

FROM DOWN UNDER?

*Having observed Australia's unconventional
vaping model, could the potential new
Labour government be heading in the
same direction?*



IT BEGGARS' BELIEF THAT ANYBODY COULD VISIT AUSTRALIA AND CONCLUDE THAT ITS APPROACH TO SMOKING AND VAPING IS A MODEL TO FOLLOW...

Words: Emily Malia

Taking a leaf out of Australia's book, the Labour Party have posed an Aussie-inspired vape prescription scheme, if they were to be successful in the next general election.

The idea was announced in an address by Wes Streeting, the Labour's Health Secretary, he said: "I'm looking very carefully at what Mark Butler and the Australian Labour government have announced.

"Their policy is in part driven by the evidence in Australia that vaping has become a gateway drug to smoking."

For Aussie vapers, their quitting journeys have unfortunately been overlooked Down Under, with many having zero access to the products except with a prescription.

With talks of further restrictions, this surely would only shift more ex-smokers to the burgeoning illicit black market?

Streeting went on to say the 'irresponsible' vaping industry has 'peddled itself as an altruistic smoking cessation service, at the same time as addicting a generation of children's nicotine.'

These are bold claims made against the industry...one that has helped the lives of millions of former smokers.

So, why would a potential future government even want to consider taking all of that away? Is vape prescriptions the answer to a controlled smoking alternative after all?

British vaping advocate Christopher Snowden thinks not...theorising that with the current government working on the total prohibition of cigarettes, he set out to find another smoking and vaping

related policy by looking to Australia.

He wrote: "Its beggars' belief that anybody could visit Australia and conclude that its approach to smoking and vaping is a model to follow.

"Australia is the only country I know of where the prevalence of both smoking and vaping is rising among the youth.

"A remarkable feat that has been achieved by facilitating a black market that effectively allows anyone to buy vapes and then telling the public that e-cigarettes are worse than smoking."

Users in the vaping community have voiced their opinion against the British Labour party's proposal, with many afraid of Australia's mindset when it comes to harm reduction and the hysteria created around the supposable 'dangers' of e-cigarettes.

In response to the news, one user tweeted: "Dear UK...as an Aussie Vaper PLEASE do not follow our ridiculous lead... the Aussie prohibition and medicalisation of vaping has led to a huge black-market trade...

"Fire bombings and the impending closure of decent small businesses who only ever did the right thing, it's a bonfire!"

It's difficult to see how Australia's attempt to lessen the use of e-cigarettes would indicate it's something that the UK needs to adopt, but I guess only time will tell.



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ROAR ING TO SUCCESS

During a wild night of freestyling grime artists and vaping innovation showcases, we managed to catch Rob Harvey, CEO of ROAR LABS for a chat on the brands starlit endeavours.



Words: Oliver Smith

Initially, when the team started out in East London, what was the inspiration for the name ROAR LABS?

"It's all about empowering people to make safer and informed choices for a life that last.

"A lion is majestic, courageous...it allows you to roar and have a voice.

"Also, for the global markets, a lion is synonymous with the UK."

The branding is recognised as professional and sleek, what is the thought process behind this?

"Not just about branding...it's about countering the issues in the industry, reducing the appeal to youth and non-nicotine consumers through more muted colours and design.

"As a collective some of our co-founders come from corporate background so we seek to ensure the brand is relevant in the long term and not just the short term."

ROAR LABS already have an impressive roster of products available to purchase, are there any plans to develop new products and technologies?

"We have advanced prototyping for new intelligent power bank charging device that will address concerns around batteries being discarded, landfill fires and reducing lithium supply chain pressures.

"There are other products in the pipeline going through R&D that we will be able to discuss in the near future."

Since starting out its journey, what has been the biggest challenges and achievements the brand has faced so far?

"Our challenges focus around the educational process...allowing consumers to inform themselves on what is in a vaping product.

"As well as changing the consumer

mindset to move from single use disposables to longer-life modular devices."

ROAR LABS has already established itself as an important UK brand, are there any plans for expansion in Europe?

"I'm happy to announce that we are already underway with relationships developed in Albania, Bulgaria, Czechia, Iceland, Poland, Romania, and Spain.

"We are expanding further into Europe in the more immediate future."

With the Middle East and North Africa e-cigarette market growing at an immense rate, does the team set its sights on when entering this particular region?

"We are using Europe as a stepping stone into the Middle East and North Africa.

"The team and I are open to partnership opportunities with distributors who value British quality products."

Sustainability is clearly key to ROAR LABS, what has been the biggest success you've seen from this focus as a brand?

"The biggest success has been to see the ability to reduce carbon emissions through cardboard casing, food grade silicone tips, and supplying UK e-liquid.

"We are one of the first in the industry to carbon footprint label our device...as the transportation of vaping products is a key element in reduction of carbon emissions.

"Meanwhile we know cigarettes emit 14g of carbon dioxide with each combustible stick, which equates to 280g per pack.

"Our device has the equivalent of two packs of nicotine in one device and if shipped by sea freight is the equivalent of 230g of carbon."



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XJOY *Bar 1000*

THE SMALL BAR WITH BIG GAME

1000+ PUFFS IN 2ML

Words: Oliver Bicknell | **Curated:** Hannah Rhodes





XJOY *Bar 1000*

How does XJOY Bar 1000 differ from that of its competitors and other technologies currently found on the market?

"In short, the technology and design of XJOY Bar 1000 marked improvements in both e-liquid utilization and vapour consistency to industry standards.

"The enhanced e-liquid utilization effectively increases

the number of puffs, while the reduced vapour variation ensures a more consistent experience, a minimal difference with each puff.

"XJOY Bar 1000 is planned to be stocked by the first 1000 participating stores around the UK by February. And it will be fully stocked around the country soon after with other stores and chains.

"Another thing that puts us apart from the competitors is the unbelievable amount of

investment in our industrial production.

"The automated production line, all housed in the secure dust free production rooms cements our ability to bring to our customers products of high quality, and unparalleled safety standards.

"From the beginning, our belief in supporting the smoke-free journey commits us to do it the right way."

In light of recent concerns surrounding youth vaping, what steps has XJOY Bar 1000 taken to ensure transparency and responsibility is met moving forward?

"As the UK government concludes its consultation on e-cigarettes, with a primary focus on youth vaping, XJOY Bar 1000 is collaborating with industry peers to join in adopting responsible practices.

"For the XJOY Bar 1000, there is an emphasis on encouraging more innovations within the industry.



XJOY *Bar 1000*

"That is by putting our heart and mind in creating solutions that are improving harm reduction and user experience rather than compete who can make the flashiest colours.

"The XJOY Bar 1000 also took steps by offering consumers greater value and enhancing sustainability.

"This is achieved by providing double the product usage in its 2mL e-liquid tank, compared to older vape models. Such an approach not only improves the user experience but also reduces disposal rates.

"Finally, an important aspect of our approach is the recognition of the risks associated with unrestricted naming and design of e-cigarette products.

"Flavours like 'cotton candy', 'gummy bear', and 'blueberry popsicle', along with designs that resemble toys, soft drinks, or cartoon characters, have a high potential to attract youths.

"Therefore, XJOY is committed to carefully considering its product flavours and designs to avoid such risks, ensuring that our products are marketed appropriately and responsibly."

What societal issues in the UK could the launch of XJOY Bar 1000 potentially address?

"In times of economic

“

FROM THE BEGINNING, OUR BELIEF IN SUPPORTING THE SMOKE-FREE JOURNEY COMMITS US TO DO IT THE RIGHT WAY.

turbulence and high inflation, smokers will need additional support. By offering increased puff counts and consistency in taste, I believe XJOY Bar 1000 can enhance motivation among smokers.

"These features may make it a more appealing and effective option for those looking to reduce or quit smoking.

"The innovative approach of XJOY Bar 1000, epitomized by the slogan 'double the puffs and double the joy', extends the lifespan of the product.

"This not only enhances the user experience but also lowers the financial burden on

consumers, as they can use the product for a longer period before needing a replacement.

"Based on average usage data from Consumer Intelligence and the average costs of vapes, using XJOY Bar 1000 could lead to substantial savings for consumers.

"It's estimated that these savings could be around £900 a year, double if switching from combustible cigarettes.

"This is particularly significant for smokers on a tight budget, as it offers a more affordable alternative to traditional smoking."



XJOY Bar 1000

Join the UKVIA

Become a member of the UK's largest and fastest growing trade body representing the vaping industry.

We are a fully inclusive, non-profit organisation owned and run by its members, with a wide range of membership levels to suit your business and your budget.

So why should you join?

Shape the future of our industry

Contribute to dialogue with government advisers, policymakers, regulators and the public health community and help shape a vaping-led smokefree future.

Enhance your brand reputation

Be part of reputation enhancing initiatives organised by the UKVIA such as a national test purchasing scheme for all retailers, VApril, the world's largest vaping education campaign for adult smokers and Sustainable Vaping Week.

Learn from industry peers and experts

From regular webinars to an annual conference, members can benefit from the latest industry insights as well as learn about new market developments and game changing innovations.

Make new business-critical connections

As the largest independent vape trade association, the UKVIA provides members with a network of more than 100 organisation in the sector and helps them make new connections which will support the development of their businesses.

Access invaluable resources

Members have access to a range of materials published by UKVIA and partners that will support business growth and manage commercial risks including market research, policy papers, industry guidance and campaign assets.

...and much more

BE VAPE VIGILANT



The UKVIA has launched a new nationwide initiative to identify and report rogue traders suspected of selling vapes to minors or stocking illicit goods.

Scan the QR code now to learn how you can get involved in the campaign and help cut underage vape sales off at the source.

“

Being a member of the UKVIA enables VPZ to be part of the wider engagement and education around the vaping industry with public health bodies and beyond by working together with other likeminded and professional companies that are part of the sector. UKVIA provides a great platform to help realise the the evidence-based life changing public health benefits of vaping products.

Doug Mutter, UKVIA Board Member and Manufacturing and Compliance Director at VPZ

”



For more information contact info@ukvia.co.uk or visit www.ukvia.co.uk

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Love Is In The Air



Roses are red, violets are blue, if you're single or taken, there's something for you... embark on the most romantic day of the year with these charming finds for all your vaping needs.

Words: Grace Lynk

As we gear up for a day of annual clichés, you might have decided to celebrate love a little differently this year...and what better way to share Valentine's Day than through a passion for cessation?

Although the chocolate boxes and flower arrangements have become a staple for the yearly love-fest, we're here with a romantic and playful

list of vaping related goods to mix things up this year.

So, whether you're single, taken, or it's entirely complicated, why not treat yourself or your partner to a special Valentine's vaping present?

Time to stick on your favourite rom-com and dive right in...



Chocolate Covered Strawberries

Nothing says romance like a chocolate covered strawberry, so indulge your taste buds this year with an e-liquid that does the same job – all the alluring taste with none of the unwanted calories sounds like a win to us.



A Bouquet of Flowers

The age-old gimmick of picking a bouquet of flowers is timeless for a reason, so why not modernise this romantic gesture and hand-select a bouquet of floral e-flavour this Valentine's?



Bellini's

It's that time of year where you want to pop open a bottle of fizz with your partner and celebrate connection, but for those not partaking in alcohol, this mini bottle of bubbly is a perfect replacement.



Hearts

For the smoker in your life struggling to quit, or if you need a bit of self-love this year, why not invest in this adorable heart-shaped starter kit - it even doubles as a necklace!



Vape Cases

Give your partner that extra boost to love themselves as much as you do, purchase a pink, red, or even bejewelled vape case for their most beloved devices. Express yourself!



Lust

Last but not least, if you wear your heart on your sleeve, this is the present for you... leave nothing to interpretation with this sensual e-liquid, a sure-fire way to make your partner feel wanted this Valentine's Day.

SMOKING IS COOL...

Again?

You're telling me that vapes are out but are cigarettes back in? Well, according to social media and the Generation Zs of the world, it would appear so...

Words: Hannah Rhodes

So, you've found yourself stuck between a rock and a hard place – now what? That's exactly what the UK Government, adult smokers and the vaping industry are currently pondering.

Although many believe the tainted tale spun by the media that the industry is somewhat 'evil', these three groups all want the same thing – to stop combustible cigarettes from destroying the lives of millions all over the world.

But if something so simple and crucial was to be listened to, then we wouldn't be here at war with constant misinformed headlines overwhelming the good vaping has done.

Despite this, the UK Government recently announced their latest and most devastating crackdown yet...to ban all disposable vapes despite knowing the success these little devices have had on the adult smoking population.

P rime Minister Rishi Sunak, who has completely overlooked the effectiveness of disposables, has said that the ban would directly target the growing concern of youth vaping sweeping the country.

It's also been noted the challenges faced by our environment are that of increasing alarm as single-use devices often find their way into landfills instead of being properly discarded through recycling programs.

Whilst these points are something all parties can agree on, the impact of this ban is one greater than many may have anticipated, with evidence from socials already confirming our worst fears: smoking is cool...again.

Markus Lindblad – a nicotine retailing expert from Haypp – said that banning vapes in England will 'only turn people who still want to consume nicotine, back to cigarettes'.

In a statement, he said: "A better way, that we have proposed for a long time, would be a regulation of flavour descriptors and design like the New Zealand model.

"Products shouldn't have names, flavour descriptors or design that specifically attracts youth but still be available on the market for adult users."

Similar to disposables, the UK Government has already subjected Big Tobacco to the same bans and regulations we are seeing in today's industry but with little effect on successfully deterring youths.

From the likes of popular social media platforms TikTok and Instagram, a global movement fronted by young influences with Big Tobacco managing to find its way onto people 'For You' page despite increasing vape-related regulations online.

Young smokers of today can now be seen embracing the plain packaging of cigarettes and dolling them up in handmade 'cute' and colourful designs and then marketing them to influential minors as being 'aesthetic' alternatives.

One such influencer is California-based 'TikToker' @sanrioinlove, who shared multiple variations of Hello Kitty inspired cigarette cases with her 43,600 followers.

Alongside currently trending music and adorned with bright colours and flashing lights, they clearly not only appeal to the younger generation but also glorify the act of smoking.

Across the pond in Europe, @ssatisfyingvideos14 has created a 6.2 million views TikTok of her unboxing a pastel pack of cigarettes which were also individually rolled in bright colours.

Upon scrolling through the more than 10,000 comments, most users said, how badly they 'wanted a pack' and that the visually pleasing cigarettes are 'beautiful'.

Some are even going as far as recommending where to buy aesthetic smoking-related products from...including Egypt where pink and red Strawberry flavoured cigarettes are sold.

Even in the West, companies such as US-based Hestias – a tobacco brand that dates to the early 2010s – have been resurrected thanks to their recent arrival of 'trendy' cigarettes.

Using similar tactics to Big Tobacco, Hestias has managed to successfully market within updated regulations through social media and recruiting celebrities to endorse their products.

One notable national TV appearance was when Fox News columnist David Marcus smoked a Hestia during an appearance on "The Megyn Kelly Show" after the brand sent him a pack.

But smoking isn't just referred to as being cool in real life. Even to this day, it has continued to be used as a power tool that signifies defiance and status on the big screen.

Brand and culture expert, Nick Ede, said: "Cigarettes and movies have been inextricably linked for generations... In the 1930s and '40s, tobacco companies paid Hollywood stars to appear in cigarette ads and smoke on screen.

"The problem for anti-smoking groups is that smoking in movies and TV often signifies recklessness, and being reckless is cool... It's far cooler to have characters smoking and taking a drag on a vape!"

The fictional take on smoking as being seen as cool is just one part of an ever-growing rise in youth smokers today.

Restrictions, misinformation, and fearmongering are only pushing more to seek alternatives to get their nicotine hit, which could include current vapers switching back to smoking combustible cigarettes.

Before the disposable vape ban in the UK was announced, researchers and advocates preached in droves about the dangers restrictions could have on the adult smoking population.

Lead author Dr Sarah Jackson at University College London said: "While banning disposables might seem like a straightforward solution to reduce youth vaping, it could have substantial unintended consequences for people who smoke."



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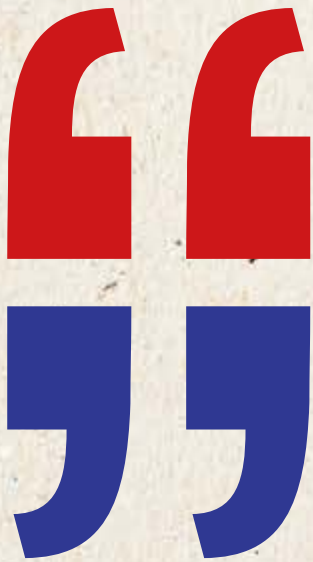
**WHILE BANNING DISPOSABLES
MIGHT SEEM LIKE A STRAIGHTFORWARD
SOLUTION TO REDUCE YOUTH VAPING,
IT COULD HAVE SUBSTANTIAL UNINTENDED
CONSEQUENCES FOR PEOPLE WHO SMOKE**

TO BAN OR NOT TO BAN

As New Zealand scraps its generational smoking ban, the UK are still adamant on pushing for a smoke free future... but how reliable is the government's vision?

Words: Emily Malia





THIS IS AN IMPORTANT LONG-TERM DECISION AND STEP TO DELIVER A SMOKE-FREE GENERATION WHICH REMAINS CRITICALLY IMPORTANT.

It seems the UK government are forever taking notes from across the world when it comes to harm reduction.

The latest, and probably most notable was the Conservatives recent adoption of New Zealand's anti-smoking law.

In 2022 the Kiwi government passed a 'trailblazing' law which introduced the rise of the smoking age to stop citizens after 2009 from ever being able to legally purchase cigarettes.

The country's law was designed to prevent smoking-related deaths and save the health system billions of dollars for future generations.

British Prime Minister Rishi Sunak looked at their strategy as inspiration and in the months that followed, rolled out his own plans.

Under Sunak's plan, the age at which people will be able to buy tobacco products...currently 18, will increase by a year each year, meaning a child aged 14 today will never legally purchase cigarettes.

The government's concerns about their own smoking habits came as a 2023 health report from the Organisation for Economic Co-operation and Development (OECD) revealed that '12.7 percent of Brits over the age of 15 still use cigarettes daily'.

That figure is unfortunately far higher compared to New Zealand's, who are leaps and bounds ahead of the UK on their journey to a smoke free future...despite doing a full U-turn on its scheme.

In order to help pay for tax cuts, the country's government have officially 'scrapped' the smoking ban and so as a part of its coalition agreement with populist New Zealand First, National agreed to repeal the amendments.

Finance Minister, Nicola Willis said: "Coming back to those extra sources of revenue and other savings areas that will help us to fund the tax reduction, we have to remember

that the changes to the smoke-free legislation had a significant impact on the Government books – with about \$1bn there."

However, public health experts have expressed concern at the reversal, claiming it could cost up to 5,000 lives a year, and be particularly detrimental to Māori, due to their higher smoking rates.

The chair of non-government industry group Health Coalition Aotearoa highlighted that a recent model demonstrated that regulations would save \$1.3bn in health system costs over 20 years – if properly implemented – all while significantly reducing mortality rates.

It's with these ideas in mind that Sunak is still adamant on introducing the ban, when asked whether he would consider following Wellington's lead, a spokesperson for the PM said: "No, our position remains unchanged."

"We are committed to that. "This is an important long-term decision and step to deliver a smoke-free generation which remains critically important."

Although when the proposal for new smoking laws were initially unveiled, at the Conservative party conference back in September, the Institute of Economic Affairs (IEA) claim the ban was 'full of holes'.

The IEA Director Mark Littlewood spoke further: "The phased smoking ban would just drive young people interested in smoking into the welcoming arms of the black market."

In his column, former MP, Boris Johnson slammed the proposals writing: We are proposing to criminalise yet another variety of ordinary behaviour, with no thoughts to the consequences for those who have to make it work."

Should smoking deadly cigarettes really be considered 'ordinary behaviour' in 2024?

Or do future generations deserve better health with safer alternatives?



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Amplifying ADVOCATE VOICES JOSEPH MAGERO

Words: Emily Malia



From a decade long smoking habit to a dedication to the cause of vaping, this advocate's story takes us across the world.

When it comes to harm reduction headlines, the focus is often on the U.S, the UK and of course, Australia, but what about the rest of the world?

Doing his part to help reduce smoking rates and give communities a safer alternative across Africa, is Joseph Magero and as someone who understands the effects of smoking firsthand, he is determined to make a difference.

According to World Population Review for 2023, Kenya, where he is based, have an overall smoking rate of 11.8 percent with the male smoking rate being 20.8 percent.

These numbers are significantly lower than both the UK and the US, so what is it that this advocate has been doing to boost the country's health?

Joseph began his own smoking journey as a teenager and went on to use cigarettes for over a decade, taking the bad habit with him, well into his mid-thirties – ironically when he was working for a tobacco control organisation in Kenya.

During his time there he focussed on creating smoke-free environments, mandating bigger health warnings, making cigarettes more expensive, and restricting advertising and marketing.

Joseph said: "Despite these efforts, smoking deaths remained on the increase, mandating a rethink in my approach to tobacco control. I became curious about other forms of less harmful ways to consume nicotine.

"And this is how I got introduced to vaping around the year 2016, and the rest has been history."

That takes us to 2017...when he took his passion and knowledge to form a pan-African harm reduction organisation, growing a movement across the continent that now has members in 10 countries across Africa.

Magero's intentions are clear, he spoke about the key to his work, saying: "It all boils down to saving lives. We have seen smoking deaths and illnesses drastically reduce in countries where less harmful nicotine products were made available...

"And I believe access to safer nicotine products is a human rights issue...the potential for vaping products to reduce the burden of smoking-related diseases in low and middle-income countries is very large."

With this in mind, his mission was to make these products more accessible in the area and a standout moment for him was when they successfully did just that – making oral nicotine products available in Kenya.

Like most advocates, Joseph's work has altered so many lives but a story that stands out to him was when he introduced a former colleague and friend to vaping, back in 2020.

Up until that point, this friend has been smoking for years but was able to quit and has been smoke-free ever since.

Joseph holds high hopes for the future of vaping, but he believes its reliant on those in power. "My hope for the future is that policymakers will consider the evidence base available when regulating electronic cigarettes.

"Today, millions of us successfully quit smoking with the help of vaping products. Consumer voices are extremely important, I hope we can be heard more, and the

lines of communication with regulators can remain open.

"If indeed we are serious about hitting the smoke-free target we should integrate less harmful nicotine products in the fight against smoking."

For Joseph, his job is not quite done here, as he continues to fight the good fight in Africa, leading the way into a smoke-free future.

“

I BELIEVE ACCESS TO SAFER NICOTINE PRODUCTS IS A HUMAN RIGHTS ISSUE...THE POTENTIAL FOR VAPING PRODUCTS TO REDUCE THE BURDEN OF SMOKING-RELATED DISEASES IN LOW AND MIDDLE-INCOME COUNTRIES IS VERY LARGE.



THE *State* WE'RE IN

Ever wondered about the bigger picture of vaping? Given much thought to how many people are partaking in your town, your city... the 50 states of America? A new state-by state Forbes study unveils all.

Words: Grace Lynk

Breaking news statistics lovers!

A new Forbes Advisor study has compared hundreds of data points to determine just how popular vaping devices are on a state-to-state basis, and one thing is clear.

From the neon-lit streets of America's biggest cities to the tranquil fields of the rolling South, it is increasingly apparent that when it comes to e-cigarette consumption in the US, the nation is divided.

Forbes, having compared data points from the Centers for Disease Control and Prevention (CDC), have found that while 11.5 percent of adults are still lighting up traditional tobacco, only 5.8 percent vape.

Needless to say, this hasn't discouraged a rich and diverse tapestry of vape culture from flourishing across most of the 50 states, with the results of this new Forbes study acting as definitive proof.

Before we get to listing the top ten US states where adults use vaping devices on a daily basis, we have first collected a selection of interesting talking points regarding vape consumption and demographics across the country.

By gender: The CDC reported that smoking cigarettes was more commonly practised among men, with the same now remaining true for e-cigarette usage (11.6 percent for men in comparison to 10.3 percent for women).

By age: E-cigarette usage is reported highest among young adults, specifically those between the ages of 18 and 24, with consumption decreasing significantly in adults aged 45 or older.

By race and ethnicity: White adults were found most likely to be vapers at 5.2 percent, with the Hispanic and Latino population follows at 3.3 percent, preceded by the Asian population with 2.9 percent and the Black/African American population at 2.4 percent.

Regardless of any demographic, this study solidifies that e-cigarette consumption is not limited by anything other than legal age requirements.

However, what about the states as a whole? How do these vaping trends measure up on a much larger scale, specifically when monitoring an entire population on their daily habits?

Without further ado, the official Forbes top ten list of states with the most e-cigarette use in the US (with a few fun facts thrown in along the way, of course).



1

5.7%

Tennessee

(5.7 percent population of daily vapers)

Tennessee ranks as the state with the most vapers as a whole, regardless of consumption regularity. Maryland has the least.

2

6%

Kentucky

(6 percent population of daily vapers)

Kentucky is the state with the largest percentage of adults who vape every single day, tying with Oklahoma for the number one spot in this metric.

3

Oklahoma

(6 percent population of daily vapers)

Oklahoma ranks highest for the percentage of Gen Zs who use e-cigarettes on a daily basis at 22.5 percent.

6%

4

Idaho

(4.8 percent population of daily vapers)

Between 2016 and 2022, the percentage of adults who vape increased by 5.4 percent in Idaho, putting the state in joint first with North Dakota for the highest consumption increase.

4.8%

5

5.8%

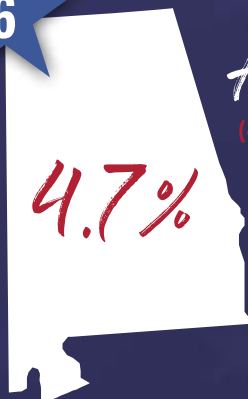
Arkansas

(5.8 percent population of daily vapers)

Seven of the top ten states found on this list are located in the South - Alabama, Arkansas, Kentucky, Louisiana, Oklahoma, Tennessee and West Virginia.



6

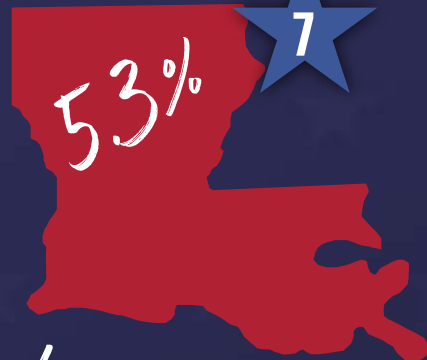


Alabama

(4.7 percent population of daily vapers)

Alabama ranked first in the percentage of adults who vape some, but not all, days (5.7 percent compared to the study average of 4 percent).

7



Louisiana

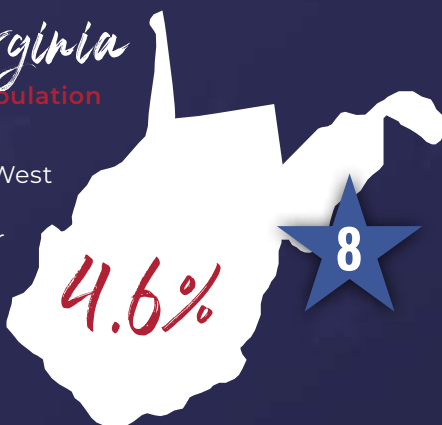
(5.3 percent population of daily vapers)

Between 2016 to 2022, the percentage of adults in Louisiana who currently use e-cigarettes increased by 4.4 percentage points.

West Virginia

(4.6 percent population of daily vapers)

Daily vaping in West Virginia is much lower than other states ranked in the top ten, with about one in every twenty adults reporting vaping sometimes.



8

9



North Dakota

(5.3 percent population of daily vapers)

North Dakota is the state with the most Gen Z vapers across the board, regardless of consumption regularity.

10

Hawaii

(4.2 percent population of daily vapers)

Last, but certainly not least, the Aloha State is currently experiencing an increase in e-cigarette users at a quicker rate than the Forbes study average.





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SHUTTING THE DOOR!

Harm reduction advocates have once again criticised the WHO's blatant exclusionary strategies at the upcoming COP10's FCTC.

Words: Oliver Smith





CAPHRA CALLS ON FCTC OFFICIALS TO OPEN THEIR MINDS TO HARM REDUCTION AND TO CONSIDER THE EVIDENCE FROM COUNTRIES LIKE NEW ZEALAND, WHERE SMOKING RATES HAVE DECREASED DUE TO THE AVAILABILITY OF REGULATED VAPING PRODUCTS

The grey and gloomy storm clouds continue to gather over the global future of the fight for tobacco harm reduction.

With constant attacks from the World Health Organization (WHO) as well as other reputable regulatory health bodies, vaping is on a continuous uphill battle.

With many vaping advocates being berated for voicing their opinions on the matter of harm reduction, it always seems the general public only hear one side of the story.

Recently, it has been no different, as the WHO prepares for the 10th Session of the Conference of the Parties (COP10) for its Framework Convention on Tobacco Control (FCTC).

With harm reduction advocates, once again being refused entry into the conference to voice their opposing opinions to the WHO's tobacco control framework.

What was originally drafted to tackle the harms of tobacco smoke, a treaty signed and ratified by 182 countries, has now become an echo chamber with many one-sided strategies being implemented.

Filter Magazine posted a recent flurry of documents that revealed more of the WHO's hostile strategies towards harm reduction.

With no solid justification, the WHO pronounced that 'there is a need to regulate novel and emerging tobacco products by applying traditional tobacco control measures.'

What was also particularly poor from the WHO, was the report on regulation and disclosure of contents of alternative nicotine products.

This document dismissed the success of vaping as a smoking cessation tool... stating that evidence in favour was either too 'low' or 'insufficient'.

Despite, completely ignoring the Cochrane Review, which found from 'high certainty evidence that nicotine e-cigarettes are more effective than traditional nicotine-replacement therapy (NRT) in helping people quit smoking'.

In a press release, the Coalition of Asia Pacific Tobacco



Harm Reduction Advocates (CAPHRA) was once again furious at the news that advocates were being excluded.

It issued a sharp critique of the WHO's FCTC COP10, Nancy Loucas, a public health policy expert part of CAPHRA said: Our organisation argues that this exclusionary practice is in stark contrast to the successful, pragmatic approaches of countries like New Zealand, the Philippines, and Malaysia, which have embraced vaping as a harm reduction tool.

The press release condemns the WHO FCTC's COP10 meetings for silencing the voices of those who advocate for harm reduction strategies.

Such as vaping and other NRTs, which has shown to significantly reduce smoking prevalence in countries where they are available and regulated.

CAPHRA points out that the prohibitionist approach of countries like Australia, which recently banned vaping products, is 'not in the best interest of the public health'.

Ms Loucas continued: "CAPHRA calls on FCTC officials to open their minds to harm reduction and to consider the evidence from countries like New Zealand, where smoking rates have decreased due to the availability of regulated vaping products,"

CAPHRA stresses the importance of inviting consumer groups into the decision-making process, as they can provide essential insights into the needs of smokers and how alternative products can be used effectively.

The harm reduction organisation's criticism aligns with reports that the WHO is influenced by 'special interest groups' and that the FCTC has become restrictive in its engagement with NGOs...creating an echo chamber that ignores the potential benefits of tobacco reduction strategies.

Ms Loucas concluded her statement by saying: "CAPHRA urges the WHO FCTC to re-evaluate its stance on harm reduction and to engage with all stakeholders, including consumer groups, to develop effective tobacco control policies that prioritise public health and respect the Right to Health,"





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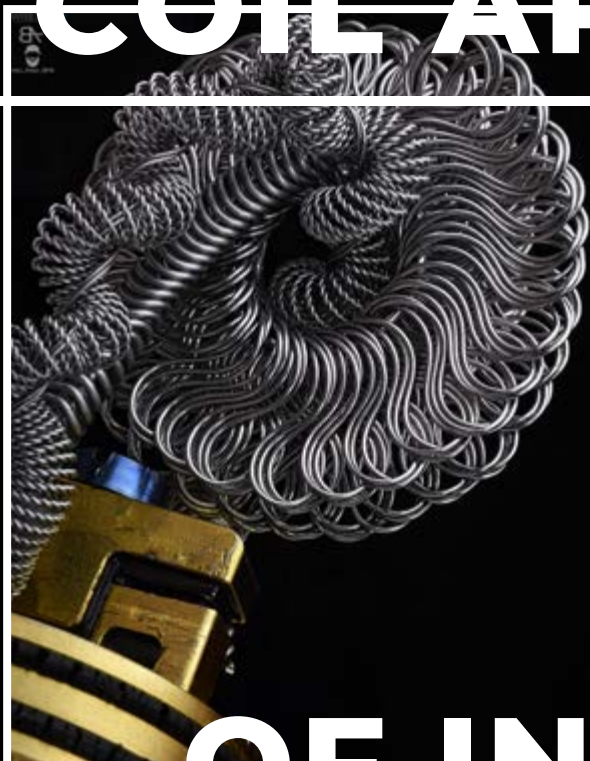
Full name: Paul Rodgers
Location: Chesterfield, UK
Instagram page: @tall_paul_1979
Words/ interview by: Hannah Rhodes



COIL ART OF INSTAGRAM WITH @TALL_PAUL_1979

Here we highlight some of the stars of Instagram who are using the social media platform to create original art with a vaping theme.

COIL ART



OF INSTAGRAM

How long have you been vaping for and how did you start?

"Probably eight, maybe nine years now – I started when a friend of mine gave me an aspire BVC tank and an ego twist VV battery.

"I used this along with some cherry cola 18-milligram liquid to try and help me stop smoking. I still have the tank and ego battery to this day for some reason."

How did your coil building journey begin and what is your current process?

"My journey was kickstarted by the TPD introduction, about six months before the legislation was due to come into force.

"All I kept seeing were reports of it and that it would be the end of vaping – so I decided I would buy an RDA, a mechanical mod, and some wire.

"I thought that even if vape hardware was banned, I would still be able to carry on.

"This soon progressed to watching videos on YouTube of @twistedmesses and @squidoodle and trying to copy the builds they were making.

"I don't really have a process as such, I tend to vape aliens and stagbertons, so I do make plenty of those.

"But my art-type builds are normally started by me seeing another build and thinking I'd like to make that or put my own take on that.

"The building community is a great one and if I ever want to know how someone made a particular build, I can just ask them, we all try to help each other to learn and improve."

Have you faced any challenges during your time creating coil art?

"My main challenges are time and inspiration. I generally only get a couple of hours a week to build so I have to try and use the time as best as possible.

"But also, inspiration can be a real issue at times...I assume anyone

trying to be creative will have similar challenges."

Is there anything in particular that motivates or inspires your work?

"My motivation has always been to try and inspire others. When I first started looking at other builders' work on Instagram, I was amazed.

I had never dreamed I would be able to recreate the builds or quality of images they were capable of but always hoped I would.

"In time, I hope to be able to inspire someone else in the same way that others inspire me.

"The people that inspire me today range from fellow builders to jewellery artists and even seeing something in nature or architecture and getting that spark of an idea.

"I tend to make notes on my phone or take a picture to remind myself of the idea whilst it's still fresh in my mind."

@TALL _PAUL

Do you only build coils for yourself as a hobby or for others too?

"I used to sell my useable coils to a few customers and in a local shop, however, I found this took the pleasure out of building thus, leaving me very little time for art installs.

"But I still do make coils to give away to friends occasionally, purely for my own pleasure."

Are you currently working on anything new at the moment?

"I have a few ideas kicking around but like most of my work, they start off as one concept or idea then changes and morphs into something else as it takes shape."



_1979

HARM REDUCTION'S *Darkest Day*

Prime Minister Rishi Sunak announced the ban of disposable vapes over his concerns of child-use, however, has the PM completely overlooked the welfare of millions of current and ex-smokers?

Words: Oliver Smith

With a very early start in Westminster, on what was a very dire and grey morning, the vaping community woke to some industry shifting news.

The British government had announced that a complete ban on single-use vaping devices would be coming to effect this year.

Vapouround wanted to be one of the first down in the capital to gather first-hand accounts of one of the darkest days in British harm reduction history.

With many camera crews setting up around on the greens outside the Houses of Parliament...there was a real buzz around this sensationalist report that was going to hit the mainstream headlines.

Following the government's statement that broke at midnight earlier in the day, Rishi Sunak announced he would be giving a further address from a school in Darlington.

The Prime Minister stated: "We have a duty to protect children's health. That's why, alongside my pledge to deliver a smoke free generation, I am taking action to tackle the surge in youth vaping.

"The link between disposable vapes and the sharp rise in youth vaping is alarming...in fact, the proportion of children using disposables has increased almost nine times in the last two years.

"That's why we're bringing in new powers to restrict vape flavours, introduce plain packaging and change how vapes are

displayed in shops so that they don't appeal to children."

The UK Vaping Industry Association (UKVIA), were of course quick to respond to the announcement, with many in the industry waiting to follow the organisation's directions.

In the press release, John Dunne, Director General of the UKVIA stressed his concern that the government were going to 'sacrifice vapers for votes' on the run up to the general election.

He said: "The answer to youth vaping doesn't lie in counterproductive bans and restrictions, but rather in effective and proactive enforcement of the law which states that it is illegal for vapes to be sold to minors.

"In the meantime, we will hold the Government to account for the increased smoking rates, as well as the lives and jobs that will be lost, as a result of their shocking and ill thought through decision today."

This move has of course been met with a mixture of confusion and dismay, with many other advocates and industry figures calling out the ban.

A spokesperson for the New Nicotine Alliance responded to the surprise announcement from the government.

Stating: "The government would be making a grave mistake if it decides to ban disposable vapes as it would be a significant over-reaction to the exaggerated perception of harms to youth."

After hearing the news, Michael Landl, Director of the World Vapers' Alliance, expressed his concerns on the British government's plan, he said: "The UK's plan to ban disposable vapes is a classic case of good intentions paving the way to poor outcomes.

"Such a ban not only ignores the real-life complexities of smoking cessation but also risks driving current vapers back to more harmful smoking habits or into the arms of the black market."

Mr Landl further emphasised his shock



THE ANSWER TO YOUTH VAPING DOESN'T LIE IN COUNTERPRODUCTIVE BANS AND RESTRICTIONS, BUT RATHER IN EFFECTIVE AND PROACTIVE ENFORCEMENT OF THE LAW WHICH STATES THAT IT IS ILLEGAL FOR VAPES TO BE SOLD TO MINORS

from the counterproductive move from Sunak's party.

He said: "By restricting access to disposable vapes, a pivotal tool for many smokers transitioning to safer alternatives, the government is effectively closing off a proven pathway to quitting smoking.

"This isn't just a step back in harm reduction; it's jeopardising the health of millions."

Vaping, along with flavours play a crucial part in a smoker's quitting journey, with the recent OnePoll survey finding that as many as 1.5 million vapers fear they would return to smoking if flavours were banned.

The Royal College of Physicians has also emphasised the importance of a range of flavours, including fruit flavours to enable smoking cessation in adults.

The organisation continued: "The use of flavours by adults trying to quit smoking is an integral part of the effectiveness of vaping as a quit aid. Government should restrict flavour descriptors rather than flavours themselves."

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WHEN WILL IT **STOP?**

The World Health Organization has been ridiculed for telling more 'blatant lies' about e-cigarettes and vaping.

Words: Oliver Smith



“ ”

**IT IS LITTLE WONDER, THAT
IN THE FACE OF BLATANT
DISINFORMATION SUCH AS
THIS, SO MANY SMOKERS
HAVE NOT EVEN CONSIDERED
SWITCHING TO VAPING
AS AN ALTERNATIVE TO
CIGARETTES.**



The World Health Organization's (WHO) countless attempts to vilify the vaping has never gone unnoticed from many in the community.

From banning advocates from COP10 to endless misinformation campaigns, the global health body, even with readily available studies on vaping online, still thinks the cessation tool is a damaging product for smokers.

Recently advocates slammed the WHO for an outrageous social media post which claimed that vaping was NOT less harmful than smoking.

Under the heading 'E-cigarettes Mythbusters,' the WHO ignores the huge body of global evidence which points to vaping equating to only a fraction of the harm of conventional cigarettes.

Dismissing the 'myth' that 'using e-cigarettes is less harmful than smoking' the WHO claims the reality is that: "E-cigarettes pose risks to your health. They contain harmful toxins commonly found in conventional tobacco."

Almost as soon as the post appeared on X (formerly Twitter), the WHO was under fire from outraged vaping advocates who were appalled at the global health body's stance.

UK Vaping Industry Association Director General John Dunne said the claim 'beggared belief' and would only serve to stop smokers switching to a less harmful alternative to cigarettes.

John said: "I am not in the least surprised that the World Health Organization is being ridiculed on social media for claiming that e-cigarettes are not less harmful than smoking cigarettes.

"Such a statement would be crass as an April Fool's joke but the fact that it is posted without even a hint of irony is the height of irresponsibility.

"Not only is the core message completely wrong but the associated imagery in the post sets out to show that vaping is just as bad for people's health as cigarettes are.

"It is little wonder, that in the face of blatant disinformation such as this, so many smokers have not even considered switching to vaping as an alternative to cigarettes.

"With each passing year, increasing numbers of smokers believe that vaping is as harmful, if not more harmful, than smoking cigarettes and this is now at an all-time high in the UK of 40%.

"This number should be coming down, not rising, and sadly it is because of irresponsible messaging like this that so many smokers are confused and hesitant to switch to a significantly reduced risk alternative."

The Director General added: "WHO does a lot of good for global public health, but I am afraid on the really important issue of tobacco harm reduction and relative harms of smoking and vaping it has totally lost the plot."

"In the eight years that scientists from King's College London have reviewed the evidence on the health risks of nicotine vaping, first for Public Health England, and latterly for the Office of Health Improvement and Disparities, they have consistently said that 'vaping is at least 95% less harmful than smoking'.

"In other words, we can say that vaping represents only a fraction of the health harms of cigarettes but WHO is sowing the seeds of confusion by dismissing this evidence as a myth."

World Vapers' Alliance Director Michael Landl posted on X: "Can it get any worse? Now they revert to blatant lying? According to WHO, it's a myth that vaping is less harmful than smoking."

Global health expert and leading vape advocate Charles A. Gardner replied to the WHO post: "15 past-Presidents of the Society for Research on Nicotine & Tobacco disagree with @WHO on this question."

"SRNT is the world's top professional society in tobacco control. If they are right, then WHO is wrong. And you are causing millions of deaths."



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SCOTS BANNING VAPE ADVERTS

AS THE SCOTTISH GOVERNMENT ANNOUNCES PLANS TO OUTLAW VAPING ADVERTISING, VAPOURROUND LOOKS TO OTHER COUNTRIES WHO PULLED THE PROMOTIONAL PLUG FAR SOONER.

WORDS: OLIVER SMITH

As the worries of 'youth access' strengthen across the UK, it seemed like only a matter of time until one of the four nations took some serious action.

Scotland, raised many eyebrows when it recently announced a total ban on all vaping adverts nationwide.

Laws banning the promotion and advertising of vapes are set to be brought in by the government in a crackdown designed to protect children from the menace of nicotine addiction.

Concerning the rise in child vaping, the move will see adverts on, buses, flyers, sports promotions, billboards and digital displays being completely outlawed.

In a press release, the Scottish Government confirmed it had activated legal powers to enforce an advertising ban.

Increasing the legal age of purchasing the nicotine-based products from 18 to 21 has also been considered by ministers.

Public Health Minister Jenni Minto said: 'We are determined to take action to stop young people using vapes and becoming addicted.

'We want to do more to achieve our goal of being tobacco-free in Scotland by 2034 and will consider a range of measures, including restrictions on the age of sale.

'After collaborating in the four-nation consultation on tackling youth vaping, which closed in December, we are continuing to work on the next steps.'

While vapes were intended to help wean smokers off cigarettes, pocket money prices, rainbow colours and sweet flavours have led to an upsurge in youngsters becoming hooked.

Giving out free samples will also be banned, along with vape firms

sponsoring any nightclubs and or activities.

When the plans were first announced, Doug Mutter, director of Scotland-based VPZ said: "Any controls placed on vaping promotion are in denial of the facts.

"It will represent a massive own goal for the NHS in Scotland and means that the country can kiss goodbye to its 2034 smoke free ambitions.

"There is incontrovertible independent evidence that vaping is the most effective quit method for adult smokers, having been proven to double and even triple the success rate of Nicotine Replacement Therapies, such as gums and patches."

Currently, the Advertising Standards Authority prohibits any vaping brands from marketing activity or material that is association with youth culture... characters who appeal to under 18s or anyone behind in an 'adolescent or juvenile manner'.

According to the Global State of Tobacco Harm Reduction, there are now 26 countries that have completely banned the advertising of nicotine vaping products.

A few of note are of course Norway, who banned all advertising in 2021, as well as South Africa, which was one of the first to do so back in 2018.

Despite the introduction of the law over 5 years ago, South Africa is still battling youth access.

Even recently announcing a new vaping tax on all products, in hopes to deter young adults...although many advocates believe this will not work.



“““

**IT WILL REPRESENT A
MASSIVE OWN GOAL FOR
THE NHS IN SCOTLAND AND
MEANS THAT THE COUNTRY
CAN KISS GOODBYE TO
ITS 2034 SMOKE FREE
AMBITIONS**

S THE PEOPLE HAVE Spoken

From flavours to devices and brands, the team at Vapouround took to social media to shine a light on the public's true preferences on all things vaping.

Words: Hannah Rhodes

First up we gave our respondents a selection of two basic flavour profiles to choose from... let's see which came out on top.



Tobacco Vs Menthol

Tobacco - 9 votes (26%)

Menthol - 26 votes (74%)

Contrary to popular belief and misinformation, the adult vaping community's top choices in this category speak for themselves – vapers and ex-smokers don't want to be limited to tobacco flavours!



Fruit Vs Dessert

Fruit – 32 votes (86%)

Dessert – 5 votes (14%)

It's also no surprise that the mass number of votes here were for fruit flavours as many have gone above and beyond to advocate this particular taste despite some countries considering limiting the market to tobacco-flavoured options.



Menthol Vs Fruit

Menthol – 3 votes (8%)

Fruit – 34 votes (92%)

Upon putting the top two contenders head-to-head, fruit flavours won by an absolute landslide... with more options on the market and a better understanding of crafting these popular flavours, fruity tastes continue to reign supreme.



Dessert Vs Tobacco

Dessert – 30 votes (86%)

Tobacco – 5 votes (14%)

When it comes to the bottom two, dessert dominates tobacco, which only solidifies the importance of keeping various flavours readily available for adult vapers to choose from.



Each vaper has their own go to and for many, preferred brand choice can be due to any number of reasons – from availability and quality to design preference and prices.

Up next we have four brands' personal take on sort after fruit-based flavours in the form of e-liquid shortfills.



Bad Blood Vs Heisenberg

Bad Blood – 12 votes (34%)
Heisenberg – 23 votes (66%)

Nasty Juice's 'Bad Blood' and Vampire Vape's 'Heisenberg' may sound like completely different flavour profiles, but they are in fact different takes on the widely popular concoction of mixed berries married with a hint of menthol.

Despite being cut from the same cloth in terms of flavour components, the people have spoken, and 'Heisenberg' wins in this round.

Lemon Tart Vs Black Reloaded

Lemon Tart – 18 votes (51%)
Black Reloaded – 17 votes (49%)

Another fan favourite is that of citrus profiles, in particular lemon. When asked to choose between Dinner Lady's 'Lemon Tart' and Zeus Juice's berries and menthol 'Black Reloaded' shortfill, it was interesting to see just how torn the public was.

Both companies' shortfills are industry recognised for their quality and in-depth flavour profiles, which made it all the more nail biting to see Lemon Tart take the cake by just one vote.



Last but not least, we have devices.

Since the UK's disposable ban announcement in January, many vape users are probably overwhelmed with having to ditch single-use options and sift through the hundreds of refillable and MOD devices currently on the market.

But fret no more – the votes are in, and fellow vapers are here to aid in that potentially tricky decision.

Pods Vs Mod

Pods (open/closed) – 28 votes (72%)

Mods – 11 votes (28%)

Up first, we have Pods vs Mods. With many vapers preferring a simple, 'on the go' vaping device, it's understandable that most of today's vapers gravitate to the open/closed pod systems.



UWELL Caliburn G2 Vs OXVA XLIM PRO

Caliburn G2 – 8 votes (20%)

XLIM Pro – 32 votes (80%)

Although the Caliburn G2 offers an easy to use refillable vape with a sleek, uniform design; OXVA's XLIM Pro was quickly revealed to be a fan favourite.

The XLIM Pro boasts a more powerful built-in battery, anti-leaking refillable pods and a flashy RGB light display, making any user's experience of the device one to be enjoyed.

Geekvape L200 Classic Vs Vopoo Drag S2

L200 Classic – 18 votes (49%)

Drag S2 – 19 votes (51%)

In the last round of this or that, we thought it would only be fitting to put two of the most bought MODs on the market neck and neck and see who would come out on top.

The L200 Classic by Geekvape features a powerful 2500 mAh battery, multiple vape delivery options such as MTL and RDL, and seven metal and leather colour options.

In comparison, Vopoo's Drag S2 is a dual 21700 battery cell device with a 1.08-inch colour screen, safety lock, durable shock resistance and IP68 water resistance.

Both options are perfect for vapers wanting a bit more bang for their buck and are equally (if not for one vote) loved by users worldwide.



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ISSUE 49

|

VAPOURROUND ON TOUR



MEVS MIDDLE EAST VAPE SHOW

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18-20 JANUARY

Words: Kirk Martin

I have been to many of the Middle Eastern shows during my time at Vapouround, although I was particularly excited for this one... as I got to tick Bahrain off as a new destination!

I was there to attend the highly anticipated Middle East Vape Show (MEVS), which I can say definitely didn't disappoint.

Recognised as a gateway to the Middle East, it was crucial for vape companies to participate.

It offered an exciting expo floor, with eye-catching stands and new innovation and technology on show.

It was a more refreshing trip to the Middle East for me, with a cool breeze replacing the expected intense heat.

While a smaller expo to others in the region, it prioritised quality over quantity, creating a conducive environment for meaningful interactions and networking.

Bahrain's scenic beauty added to the excitement of the trip,

as well as the local hospitality being particularly noteworthy by contributing a welcoming atmosphere.

MEVS proved to be a valuable platform, blending business opportunities with the charm of the picturesque Middle Eastern setting.





TPE24: TOTAL PRODUCTS EXPO

LAS VEGAS CONVENTION CENTER

31 JANUARY-2 FEBRUARY

Words: Kirk Martin

When I touched down at the Total Product Expo in Las Vegas, February, I was not expecting such a star-studded event, with appearances by Mike Tyson, Chris Brown, and Dennis Rodman, adding a touch of celebrity allure.

The expo showcased a diverse range of products, including many cannabis based showcases that we rarely see back home.

Notably, the presence of prominent vape companies like Daddy's Vapour, Gold Bars, Hey Bar, and Monster Vapes added dynamism to the event.

The atmosphere was bustling with huge crowds coming through the two expo halls over the three days.

Possibly the biggest Expo I have ever attended and it was great to see and hear from all these vape companies, who were very happy with the quality of the event and the business that was being done.

The after party at Omnia nightclub at Caesars Palace was a fantastic event and a great opportunity to carry on the networking before Las Vegas took hold of everyone.

Hopefully there were plenty of winners in the casino...but the real winners were the exhibitors who took part in such a fantastic event.

It was a great opportunity to witness the convergence of various aspects of the tobacco industry, with the vape sector prominently featured and actively engaging in fruitful business endeavours.





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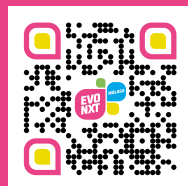
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ON THE ROAD AGAIN

Ready for another tour of the country, the Vapouround Bus hit the road yet again on its mission to help more smokers make the life-changing switch to vaping.

Words: Lauren Pilliner, Alicia Snow-Simpson and Katie Loomes

STOKE CITY CENTRE

DECEMBER 12



Upon our early arrival into Stoke City Centre, it didn't take long for intrigued locals to surround the bus from all sides.

Towards the end of the day a middle-aged couple approached the bus, both with their own vape devices in hand.

With grins on their faces, they introduced themselves and said they had successfully quit smoking cigarettes together over 5 years ago thanks to the help of vaping.

They explained that although many people struggle during the quitting process, that it is important to keep on pushing as the rewards of being smoke-free are something they both don't take for granted today.

It's always a pleasure helping people make the all-important switch, but it is equally uplifting to hear those on the other side of their quitting journey express their support for the little devices and towards those starting their own process.

LOUGHBOROUGH TOWN CENTRE

DECEMBER 13



On what was possibly one of the coldest days in December, the Project Vapouround team was once again joined by the UK PLUG ME team to help provide crucial guidance and advice on how to quit smoking through vaping.

With the addition of UK PLUG ME, we also had an exclusive pop-up stand outside the bus for those looking to try out the FUYL range from Dinner Lady.

We had some great feedback from those who tried out the heated alternative from Neafs. The Teo device accompanied by the Neafs Blueberry Sticks was overwhelmingly the favourite flavour from the range.

Many of the winners from the Geekvape 'Whats the Flavour?' game, who came away with a free Wenax Q or Sonder Q kit, had never used an open pod system before.

Of course, we were happy to assist and give them a full demonstration along with guidance on what e-liquid nicotine strengths they should use.

COVENTRY CITY CENTRE

DECEMBER 20



Coventry is always a favourite day out among the Vapouround Team and this time around only solidified this!

The day began with a steady yet energetic flow of eager visitors, all of whom were just as interested in the Vapouround Bus as they were the information we provided them about making the big swap to vaping.

We were fortunate enough to see some familiar faces who we had spoken to on our last visit, all of whom were now smoke-free since!

One of the many joys of what we do here at Project Vapouround is witnessing those who we have previously spoken to enjoying a cigarette-free life.

Coventry was an incredible reminder that by spreading awareness and offering the right kind of help, changes can be made, and they can have lasting effects on those around us.

LICHFIELD TOWN CENTRE

JANUARY 31



Project Vapouround is back for 2024! Our next stop was Lichfield, hitting the road again to inspire, educate, and support smokers on their journey to quit smoking.

As we interacted with the locals, we felt a sense of fulfilment in being able to provide them with the necessary guidance and resources to make the switch from smoking to vaping.

One of the individuals we met was a smoker who had never tried vaping before. We introduced him to the NEAFS brand and gave him a few flavours to try. To our delight, he loved it!

Witnessing his positive reaction reinforced our belief in the importance of the work Project Vapouround does. Meeting smokers all over the country, introducing, educating, and encouraging them to start their journey towards a healthier lifestyle.

ISSUE 49

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HARDWARE

VAPOUROUND REVIEWS



Please note: All hardware and e-liquid reviews are reviewed by external reviewers and do not necessarily represent the opinion of Vapouround Magazine. Mod reviews are rated on specific criteria depending on the style of products reviewed.

ELFBAR

ELFA PRO

Specifications:

2ml Prefilled Pods

Nicotine Strength: 20mg Salt Nicotine

Puff Amount: 600 puffs

500 mAh In-Built Battery

USB-C Charging

Elf Bar have revamped and refreshed the ELFA bars and produced a new 'Pro' range that promises better flavour, better coils and the same consistent flavours we all know and love from Elf.

The kit includes the ELFA PRO battery and 1 prefilled pod which come in 32 different flavours.

Once you have the ELFA PRO kit you can just buy the prefilled pods that slot straight into the top of the battery.

Once the liquid is gone you simply dispose of the pod and slot a new one in, this offers a lot of versatility with flavours allowing you to chop and change on the fly.

In terms of the hit these perfectly mirror the original ELFBAR disposable vapes, giving the same tight draw and strong flavour that you'd expect.

Battery life is decent, I was able to go through 1 and a bit full pods before needing to charge it via USB-C.

Charging was also very impressive, only taking about 30-40 minutes.

Overall I think these are a fantastic alternative to the fully disposable ELFBAR, offering the same experience and flavour but with a lot less waste.

Let's take a look at some of the flavours I tried.

Pink Lemonade

First off we have Pink Lemonade, one of ELFBAR's most popular flavours and it's not hard to see why.

The initial hit fills your tastebuds with a fizzy lemonade flavour, equal parts sweet and sour.

And it's soon joined by a strong strawberry/raspberry flavour that adds more dimensions of sweetness and tartness that mingle perfectly with the lemon.

The overall taste is something very familiar and hugely moreish.



It's a classic combination but for my money ELFBAR do it the best, and this is a flavour I can see myself going back to again and again.

Apple Peach

Apple Peach is another one of those flavours that expertly combines a sweet fruit with one that's a bit sourer.

These always work brilliantly for me and this offering from ELFBAR is no different.

The apple is the first thing you taste when you puff, and it's delicious and well crafted, with all the slightly sweet and tart notes you'd want from a fresh, crisp green apple.

It's not long before the ripe juicy peach flavour joins the fray and envelopes the apple with syrupy sweet fruitiness.

These two-flavour dance on the tastebuds and combine to give a refreshing and flavourful vape that like the Pink Lemonade is extremely moreish.

Mix Berries

Next up we have Mix Berries, and as the name would suggest this is a combination of different berry flavours, culminating in a sweet and refreshing flavour that I really enjoyed.

The initial flavours at the forefront are blueberry and raspberry, giving a good contrast of sweet and sour fruitiness, before the strawberry rocks up to the party.

The strawberry lifts the overall taste to another level with its light, sweet flavour, doing a great job of rounding it out without stealing the show.

Overall, this is a well-balanced and tasty flavour that I could easily vape all day long.

Blueberry Sour Raspberry

Could this be a selection from ELFBAR without Blueberry Sour Raspberry?

Everyone has had a go at releasing this flavour but they are still the masters when it comes to this blend.

The blueberry and raspberry flavours are perfectly recreated, featuring all the fresh fruity flavours you could ever want, with complex notes of sweet and tart.

ELFBAR then sprinkle some extra sourness into the mix, keeping the sweetness from ever becoming too much, and creating an ultra-refreshing flavour, that

never becomes tired or boring.

Spearmint

Spearmint is simple but extremely effective flavour that is instantly recognisable and offers a massive minty hit that is ultimately refreshing and keeps you coming back for more.

The spearmint flavour is extremely accurate, giving you that blast of fresh mint you'd expect, with a subtle hint of sweetness that distinguishes it from other mint and menthol flavours.

This is a great flavour to vape when you've gone slightly flavour blind or need something to cleanse the pallet.

Kiwi Passionfruit Guava

Last up we have Kiwi Passionfruit Guava...another classic Elf blend that offers up some huge fruity flavours, smashed together into a cocktail that has become a favourite of many vapers worldwide.

My favourite thing about this flavour is that each of the three fruits are given their chance to shine and are easily distinguishable, but also combine perfectly.

The Passionfruit and Guava are the forward flavours, with their exotic, tropical flavours whisking you away to a deserted island.

The Kiwi is subtle but adds a slight sweetness that takes the edge off the tartness from the other fruits.

I think I saved the best for last here, this flavour does not disappoint and is one I will be returning to repeatedly.



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- With more than 64 million people switching to vaping devices, instead of smoking traditional cigarettes, the industry is predicted to be worth \$53.4 billion (2024) with experts forecasting further annual growth.
- 1000's of brands and like-minded professionals
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WORLD VAPE SHOW
Meet the Buyer





Words: Alexander Shenker

LOST MARY TAPPO

Specifications

750 mAh Battery
QUAQ Mesh Coil
Nicotine Strength: 20mg
Puff Amount: 600 puffs

Run do not walk to your local vape shop! A Lost Mary with a rechargeable battery and replaceable pre-filled pods? With the Lost Mary flavours we know and love? Yes!

The build quality on these kits is fantastic, opting for a solid feeling metal case rather than the plastic of the traditional Lost Mary... making them feel like a premium piece of kit.

The Tappos are extremely easy to use, you simply slide one of the prefilled 2ml 20mg nic salt pods into the top of the device and start vaping.

Once the liquid is gone you throw the pod away and pop another one in.

I found I normally needed to recharge the device itself between pods, but this was usually at least a day so no complaints there.

The charging is done via a USB-C cable and was extremely fast, around 30-40 mins.

In terms of performance these vape exactly like the normal Lost Mary disposables and I even vaped the two side by side and if anything you get a slightly smoother hit with the Tappo.

Overall, this is a much more eco-friendly way to vape your favourite Lost Mary flavours, as well as a much nicer battery unit and cheaper running price.

This is a very easy piece of kit to recommend.

I had three different pre-filled pods to try so let's take a look at these flavours!

Strawberry Ice

Strawberry is one of those flavours that's always going to be popular in the world of vaping.

It has mass appeal, is instantly recognisable and it's very rare to find someone that doesn't enjoy a good strawberry flavour.



Lost Mary have done a fantastic job here translating this classic flavour to the Tappo pods.

From the first puff to the last you get the sweet, juicy berry flavour, with it's light and complex notes always ready to fill your tastebuds.

The addition of ice here just rounds the flavour out perfectly, giving it a refreshing edge that keeps it from ever becoming repetitive or boring.

This is a great start and I'd expect nothing less from these Lost Mary flavours.

Blueberry Sour Raspberry

Another massively popular flavour from Lost Mary is Blueberry Sour Raspberry.

This flavour has stormed the market over the past couple of years and it's great to see it in the Tappo range, I think there may have been riots if they didn't include it.

If you haven't tried this flavour before I'll break it down for you. As the name would suggest the 2 fruits on display here are Blueberry and Raspberry.

These have been expertly created and blended to make sure each puff gives you the authentic fruit flavours, with all the different notes and contrast of sweet and tart you could want.

On their own this works excellently as a flavour but the addition of some extra sour turns this vape in to a different beast, giving a candy like overall taste and some extra refreshing notes that keep it moreish and interesting.

There's a good reason this is one of the most popular vape flavours of the past few years, and if you haven't tried it the Tappo might be the best place to start.

Watermelon

The last flavour I'm sampling from the Lost Mary Tappo pods is Watermelon. 3/3 for classic flavours done well I'm pleased to say.

Watermelon is a weird one for me, I'm not a massive fan of the fruit but for some reason I absolutely adore it in vape form.

Lost Mary have done a brilliant job bringing the flavour to these Tappo pods, and every single puff has that tart, refreshing watermelon flavour

with some subtle sweetness and an overall soothing effect that coats the tongue with deliciousness.

The word that comes to mind when I think of Watermelon is smooth. It's just so easy to vape and these pods won't be lasting me long at all. I need more!



WARNING:

This product contains nicotine. Nicotine is an addictive chemical.

360° Allview Transparent
Oil Tank™

SEE ALL GET ALL



Mesh Coil



12 ml



12000 Puffs



550 mAh



Type-C



0% Nicotine

Gene Mage

Double Patented Anti-leakage Tech

Ultra Cost-effective

Super Smoothdraw

30%
More Puffs

100%
Visualization

+45%
Flavor Consistency

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LOST MARY BM600S LAUNCHING

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QUAQ MESH

Enjoy an intense burst of flavour with the QUAQ-powered mesh coil.



QUAQ CELL

It revolutionarily integrates battery into *PCBA to form an efficient power module — paving the way for full automation in manufacturing.

*PCBA: printed circuit board assembly



**8 NEW
FLAVOURS**



Apple
Watermelon



Banana
Break



Berry Apple
Peach



Berry
Combos



Lemon
Lime



Pina Kiwi
Lemonade



Straw Golden
Pina



Strawnana
Blackcurrent

18+

This product contains nicotine which is a highly addictive substance.

ELFBAR 600V2

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WITH MESH COIL

ELFBAR's classic hit ELFBAR 600 has been upgraded with a new metallic look and upgraded taste powered by QUAQ Tech, giving you the best vaping experience.

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0.1s

Instant Activation

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Flavour Consistency

45%[↑]

Flavour Reproduction



Mesh Coil

Smooth Touch with Premium Metal Body



QUAQ

Industry's 1st Atomizing Power Integration, increasing recycling efficiency and battery reusability.



ELFBAR
600V2

**New
Arrival**

**8 NEW
FLAVOURS**

Apple Peach
Banana Ice
Blue Razz Lemonade
Blueberry
Blueberry Raspberry
Blueberry Sour Raspberry
Cherry
Cherry Cola
Cola
P&B Clouds
Elfturbo Ice
Grape
Kiwi Passion Fruit Guava
Mad Blue
Pink Grapefruit

Pink Lemonade
Strawberry Ice
Strawberry Kiwi
Strawberry Raspberry Cherry Ice
Watermelon
Apple Watermelon
Banana Mango
Blueberry kiwi
Grape Raspberry
Golden Kiwi
Lemon Lime
Mojito
Rinbo Clouds
Watermelon BG



Apple
Watermelon



Banana
Mango



Blueberry
kiwi



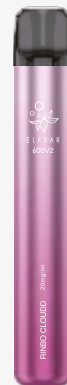
Grape
Raspberry



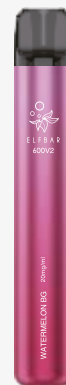
Lemon
Lime



Mojito



Rinbo
Clouds



Watermelon
BG

18+

This product contains nicotine which is a highly addictive substance.

XR0S PRO

Best Flavor Till The Power Ends



The first super pulse pod system



1200mAh 30-minute full charge



Lock button never misfire



0.4Ω pod top fill



Up to 30W precise power & airflow control



XR0S pods compatible



Orange Pink Black Red Blue Green Silver





XROS PRO

CROSS THE LIMITS FOR PRO VAPING

WARNING - THIS PRODUCT MAY CONTAIN NICOTINE WHICH IS A HIGHLY ADDICTIVE SUBSTANCE

STEP UP YOUR STYLE

The VAPORESSO way of style transcends the ordinary, tapping into the core of your being and evolving with your individuality. This ethos captures and honors the subtle nuances of an individual's essence, transforming it into a lifestyle that reflects and shapes every aspect, turning ordinary moments into extraordinary experiences.



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Embodying a minimalist aesthetic, the XROS series has become an essential fashion item for every vaper. It represents the perfect fusion of individuality and avant-garde style, serving as a powerful medium for self-expression that echoes the delicacy and complexity of its design—a statement that aligns with the daring and dynamic lifestyle of its users.



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VAPORESSO *Care*

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GO GREEN

SECURING A
GREENER
FUTURE

CO₂



OCEANLINT

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VLIMEX

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Alternative Solution*



CAFFEFORM

*Leading the way
towards biodegradability*



OGBAGASSE

*Revolution in Organic
Composite Materials*

When innovation meets responsibility, the VAPORESSO ECO GO GREEN initiative brings our vision to fruition. Achieving our goal of planting 6,000 trees globally, we underscore our steadfast dedication to sustainability.

By repurposing recycled waste, VAPORESSO has added new models to the ECO NANO line. The first eco-friendly concept models were made from various inventive materials, setting a new standard within the industry.

This significant eco-achievement exemplifies our commitment to eco-conscious vaping, symbolizing our desire to align industrial advancements with the health of our planet.

WARNING - THIS PRODUCT MAY CONTAIN NICOTINE WHICH IS A HIGHLY ADDICTIVE SUBSTANCE