Dear Customer,

I am writing to ask for your support, as it is not yet clear to our Government and Devolved Administrations that a vape shop is an essential retailer for someone that vapes nicotine. It is very likely that in any future lockdown, vape shops will again be forced to close. In Wales, they already have closed for 2 weeks.

If you feel that our shop is as essential to you, just as a supermarket, newsagent or tobacconist is to a smoker, and more essential than an off-licence is to someone that enjoys alcohol, please write to your local MP to let them know. You can find your local MP’s contact details, including their email address, by entering your postcode at: <https://members.parliament.uk/FindYourMP>.

You can write a letter in your own words entirely of course, but in case you are feeling short of inspiration there is an example below that you can alter to express your own feelings.

Thank you in advance for your support.

Yours sincerely

<Vape Shop Owner>

Dear <My MP>,

I am writing to you because I am very concerned that the vape shop I buy e-cigarettes and e-liquid from was closed during the national lockdown earlier this year. The shop is not considered to be an essential retailer, but I want you to understand that it is absolutely essential for me, and for a lot of others like me. Vaping helps people to cut down or quit smoking, and in my own case I have been able to quit smoking entirely. I do not want to go back to smoking, but I know a lot of people do.

I am not interested in the e-liquids and devices that are sold in supermarkets and convenience stores. There is very little product choice, and the products are often not very good. Vape shops offer advice and guidance that I cannot get anywhere else, as well as quality products that have helped lots of people like me to cut down or quit.

Please could you support any action that might change the rules and regulations on what is considered essential? Cigarettes are available everywhere, making it tempting for anyone to cave to the temptation of smoking again. We need vape shops to remain open, as they are as essential as newsagents, and more essential than off-licenses.

Yours faithfully

<My name>