

Industry Code Of Conduct

The Code seeks to directly address recent concerns around the increase in youth access and experimentation with vapes, which have been reported to be, in large part, associated with the increased availability of single use vapes.

The Code sets out agreed standards and behaviours to help voluntarily regulate the manufacture, sale and marketing of single use vape products, including product names and flavour descriptions. The Code is in addition to the existing range of regulatory measures and any future measures that the Government may introduce.

The code sets out how single use vape products should not disproportionately appeal to children, and makes clear that those involved in the sale of vapes must ensure compliance with their recycling obligations and have a duty to encourage vape customers to recycle their product responsibly.



The recent increase in youth access to and experimentation with vapes has been reported to be, in part, associated with the increased availability of single use vapes. To address this concern, we the industry are working with experts to develop and disseminate standards and safeguards that have been developed in the public interest, in support of existing relevant legislation.

We the undersigned (manufacturers and producers) agree to:

- 1.** only supply products that comply with UK regulations and are notified to the MHRA, if such a notification is legally required
- 2.** refrain from supplying products under brands or product names aimed at capitalizing on well-known food, beverage, confectionary, cartoon or entertainment brands or products (*for example, Skittle, Prime, Fantasi, Coka Cola, Jolly Ranger*)
- 3.** refrain from supplying products whose flavour names resemble well-known food, beverage, confectionary, cartoon or entertainment brands or products (*for example, gummy bear, Haribo, Orio, Red Bull*)
- 4.** only supply products whose flavour names accurately reflect the profile of the flavour, and not abstract concepts that might disproportionately appeal to children, or which might not communicate the flavour profile to adult customers (*for example, 'dragon blood', 'unicorn shake', 'rainbow blast'*)
- 5.** only supply products that do not feature prominent images of cartoon characters, or fictional characters from entertainment primarily aimed at youth on either the product or packaging
- 6.** only supply products that do not resemble toys, drinks containers, water bottles, or similar novelty shapes primarily aimed at youth
- 7.** introduce due diligence measures within our supply chains that aim to reduce supply of products to retailers who do not have experience in selling age-restricted products, or who do not have strict age verification protocols in place. These could include communicating regulatory requirements to our wholesale customers and supplying best practice guidance on how to carry out the due diligence requirements of The Nicotine Inhaling Products (Age of Sale and Proxy Purchasing) Regulations 2015
- 8.** comply with obligations under waste and recycling regulations within our own businesses and communicate retailer obligations to our retail customers.

We the undersigned (distributors and retail groups or their representatives) agree to:

- 1.** only supply products that comply with UK regulations and are notified to the MHRA, if such a notification is legally required
- 2.** refrain from supplying products under brands or product names aimed at capitalizing on well-known food, beverage, confectionary, cartoon or entertainment brands or products (*for example, Skittle, Prime, Fantasi, Coka Cola, Jolly Ranger*)
- 3.** refrain from supplying products whose flavour names resemble well-known food, beverage, confectionary, cartoon or entertainment brands or products (*for example, gummy bear, Haribo, Orio, Red Bull*)
- 4.** only supply products whose flavour names accurately reflect the profile of the flavour, and not abstract concepts that might disproportionately appeal to children, or which might not communicate the flavour profile to adult customers (*for example, 'dragon blood', 'unicorn shake', 'rainbow blast'*)
- 5.** only supply products that do not feature prominent images of cartoon characters, or fictional characters from entertainment primarily aimed at youth on either the product or packaging
- 6.** only supply products that do not resemble toys, drinks containers, water bottles, or similar novelty shapes primarily aimed at youth
- 7.** uphold strict age of sale protocols and carry out the due diligence requirements of The Nicotine Inhaling Products (Age of Sale and Proxy Purchasing) Regulations 2015
- 8.** uphold our obligations under waste and recycling regulations within our own businesses and communicate to our end user customers how vapes can be recycled.

