

Youth access prevention

Context

- Following reported increases in youth vaping rates, occasional youth vaping rates have plateaued in 2024 (7.6% of 11-17s)¹, although overall usage has fallen from 20.5% to 18.4% in 2024.
- According to the same research, 77% of 11-17s purchase vapes through shops, 9% in street markets and 14% online.

Government response

- The previous Government announced that it would move forward with a ban on single-use vapes in January 2024.
- The previous Government introduced the Tobacco and Vapes Bill in March 2024. The Bill was intended to provide a broad range of powers to further legislate on flavours, packaging and display of vapes.

ELFBAR position

- ELFBAR product packaging includes age-restriction warning labels, and a QR code to confirm authenticity.
- Products are not marketed using cartoons, cartoon imagery, anime, or similar designs.
- Products and descriptors where there are concerns that they may appeal to children have been reviewed and changes made. ELFBAR is a signatory to the Independent British Vape Trade Association (IBVTA) Code of Conduct that includes action on flavour descriptors.
- ELFBAR has addressed third-party promotions on social media platforms and acted if brands are promoted in breach of social media guidelines.
- ELFBAR's partner distributor is a member of the Association of Convenience Stores (ACS), Scottish Grocers' Federation, Federation of Wholesale Distributors (FWD), Retail NI and Independent British Vape Trade Association (IBVTA), and actively supports and promotes the Challenge 25 programme.
- ELFBAR supports measures to restrict the display of vaping products in shops, with exemptions for dedicated vape stores.
- ELFBAR supports the introduction of a retail licensing scheme that would also provide a structure or system for checking licensed retailers.
- ELFBAR supports increased and proactive enforcement of underage sales.
- ELFBAR supports enhanced Advertising Standards Authority (ASA) action against non-compliant companies.

¹ Headline results ASH Smokefree GB adults and youth survey results 2024