



UK Vaping Industry Association

## **E-liquid (nicotine and non-nicotine containing) packaging, labelling and flavour name guidelines**

- 1.** These guidelines apply to (as specified below) vaping related products, including:
  - a. E-liquid containers (including bottles, cartridges and any other primary container unit, for both nicotine-containing e-liquids and non-nicotine containing e-liquids) and associated unit packaging and labelling.
  - b. E-liquid flavours and flavour names and descriptors, across the full vaping e-liquid portfolio, including but not limited to individual Stock Keeping Unit (SKU) names, collection names and flavour descriptors.
- 2.** All vaping e-liquid containers placed for sale on the UK market must comply with all relevant applicable laws and regulations. This includes health warnings; nicotine strength indicators; ingredients; instructions; and other manufacturer, importer, and compliance markings.
- 3.** All vaping e-liquid container packaging and labelling placed for sale on the UK market must:
  - a. Not use brand or product names that seek to replicate, imitate, or associate themselves with well-known non-vaping brands or other products, that are particularly popular with persons under the age of 18.
  - b. Not display imagery on the product or packaging that closely mimics attributes which are appealing to persons under the age of 18, or related to youth culture, including cartoons and cartoon characters.
- 4.** All vaping e-liquid flavours, flavour names and descriptors placed for sale on the UK market must:
  - a. Not use flavour names or descriptors that are misleading, linked to illegal or dangerous substances, sexually inappropriate or have unsubstantiated health claims.
  - b. Not use flavour names or descriptors that are particularly appealing to persons under the age of 18 and are associated with youth culture, including popular language or expressions, or names which are reminiscent of confectionary disproportionately appealing persons under the age of 18.
  - c. Adhere to the current applicable ASA guidelines on health claims.