



**START  
VAPING**

**STOP  
SMOKING**

**UK smoking rates have fallen to just 13.3% - the lowest level since records began – and vaping has played a major role in this decline.\***

\*The Office for National Statistics

**Join the 2.4m former smokers who have quit for good through turning to vaping.\***

\*Action on Smoking and Health, 2022 (ASH)

Start your quit journey by visiting **[www.ukvia.co.uk/healthcarehub](http://www.ukvia.co.uk/healthcarehub)** now and download a free guide to making a smooth and successful transition from smoking to vaping.

**UKVIA**  
UK Vaping Industry Association



**There is high certainty evidence that people are most likely to stop smoking for at least six months using nicotine vapes as opposed to other nicotine replacement therapies such as patches or gums.\***

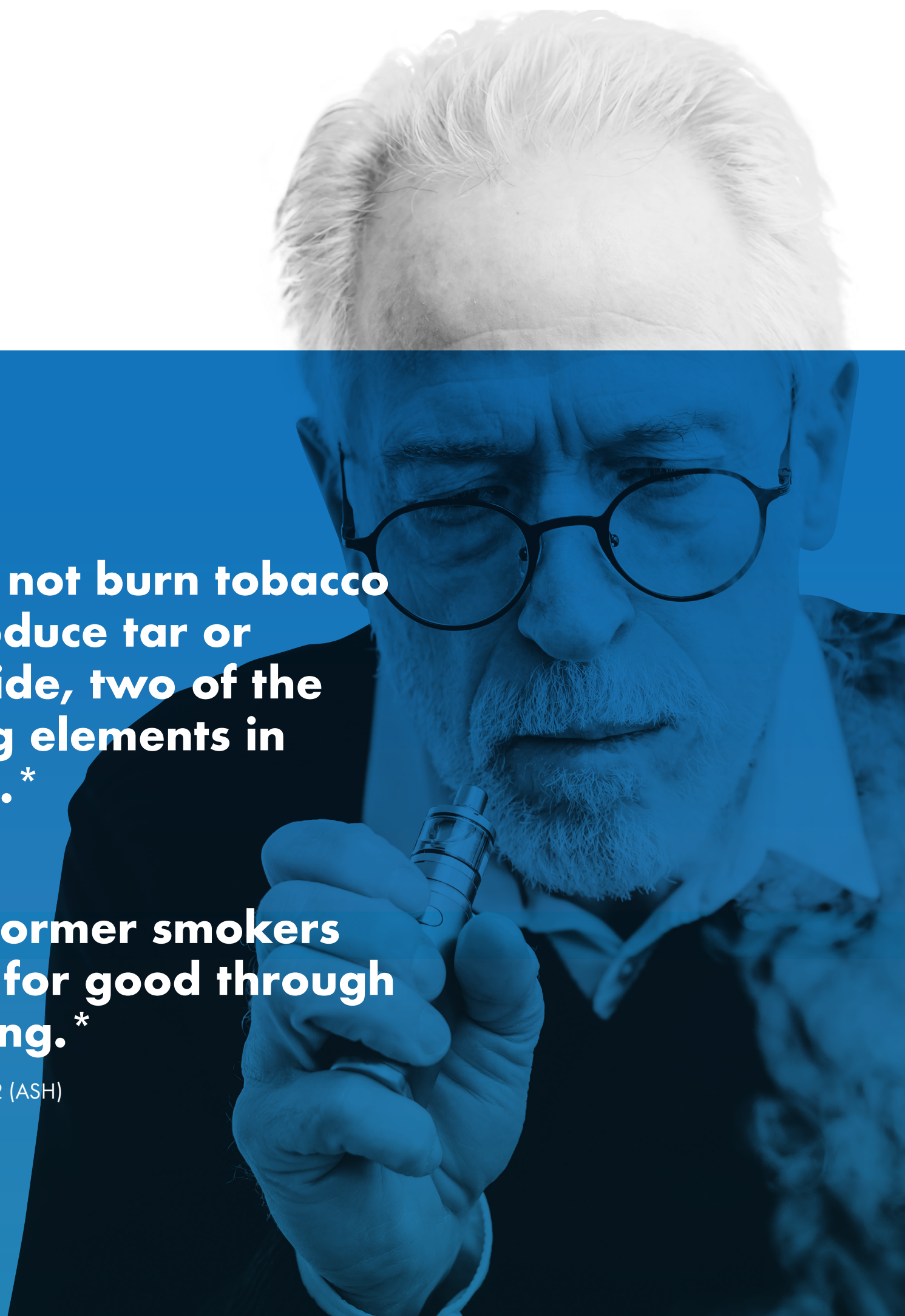
\*Cochrane Review, research by university of Oxford, funded by Cancer Research UK

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**E-cigarettes do not burn tobacco and do not produce tar or carbon monoxide, two of the most damaging elements in tobacco smoke.\***

\*NHS Better Health

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**While there is no confirmed evidence of a death caused by legal vaping in the UK, smoking kills more than 200 people a day. Cigarettes are the 'only product on sale which will kill you if used correctly'.\***

\* Health Minister Neil O'Brien

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**“Helping smokers to quit is one of the best things we can do for their health. Using e-cigarettes is a quitting tool many addicted smokers find effective and, given the multiple and immense health risks of smoking, it is much safer to vape.”\***

\* Professor Chris Whitty, Chief Medical Officer for England

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**Vape products are the most common aid used by people to help them stop smoking.\***

\* Office for Health Improvement and Disparities

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**Quit attempts involving a vaping product were associated with the highest success rates in stop smoking services in 2020 to 2021.\***

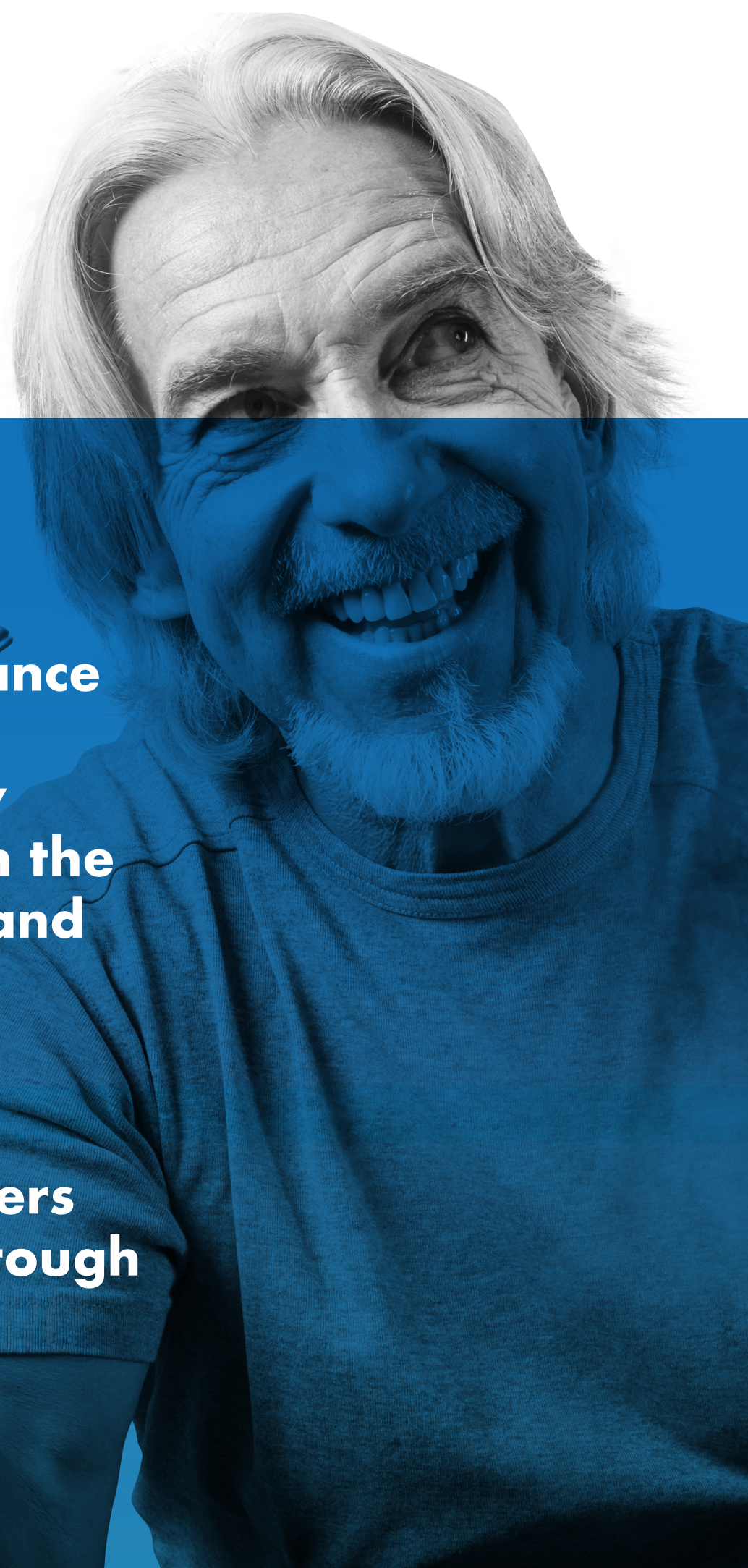
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**There is significantly lower exposure to harmful substance from vaping compared with smoking, as shown by biomarkers associated with the risk of cancer, respiratory and cardiovascular conditions. \***

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