

HAVE YOUR SAY.

Parliamentary inquiry into E-cigarettes and personal vaporisers needs your response.

What is the inquiry about?

The inquiry by The House of Representatives Standing Committee on Health, Aged Care and Sport will investigate the risks and benefits of vaping, and determine how e-cigarettes and personal vaporisers should be marketed and regulated in Australia.



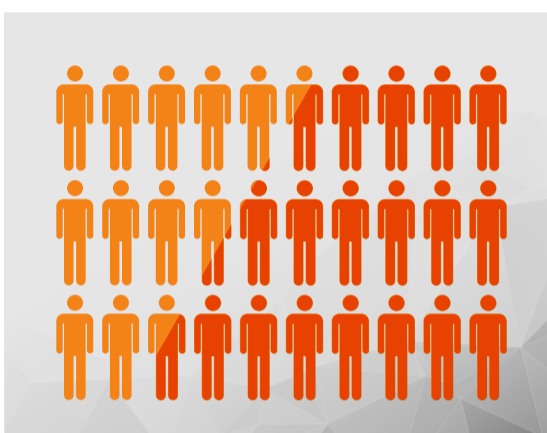
What does this mean for retailers?

As current regulations stand, retailers are missing out due to consumers seeking alternative solutions to smoking through unregulated channels, which not only creates a potential safety issue for consumers but also risks the reputation of the category.

The inquiry could allow Australian retailers the opportunity to legally supply alternative vaping solutions.



E-cigarettes and vaporisers are estimated to be worth nearly **60 million AUD** by end of 2018.



Over **37% of smokers** between the age of 25-39 have tried e-cigarettes, indicating a **strong interest to switch**.



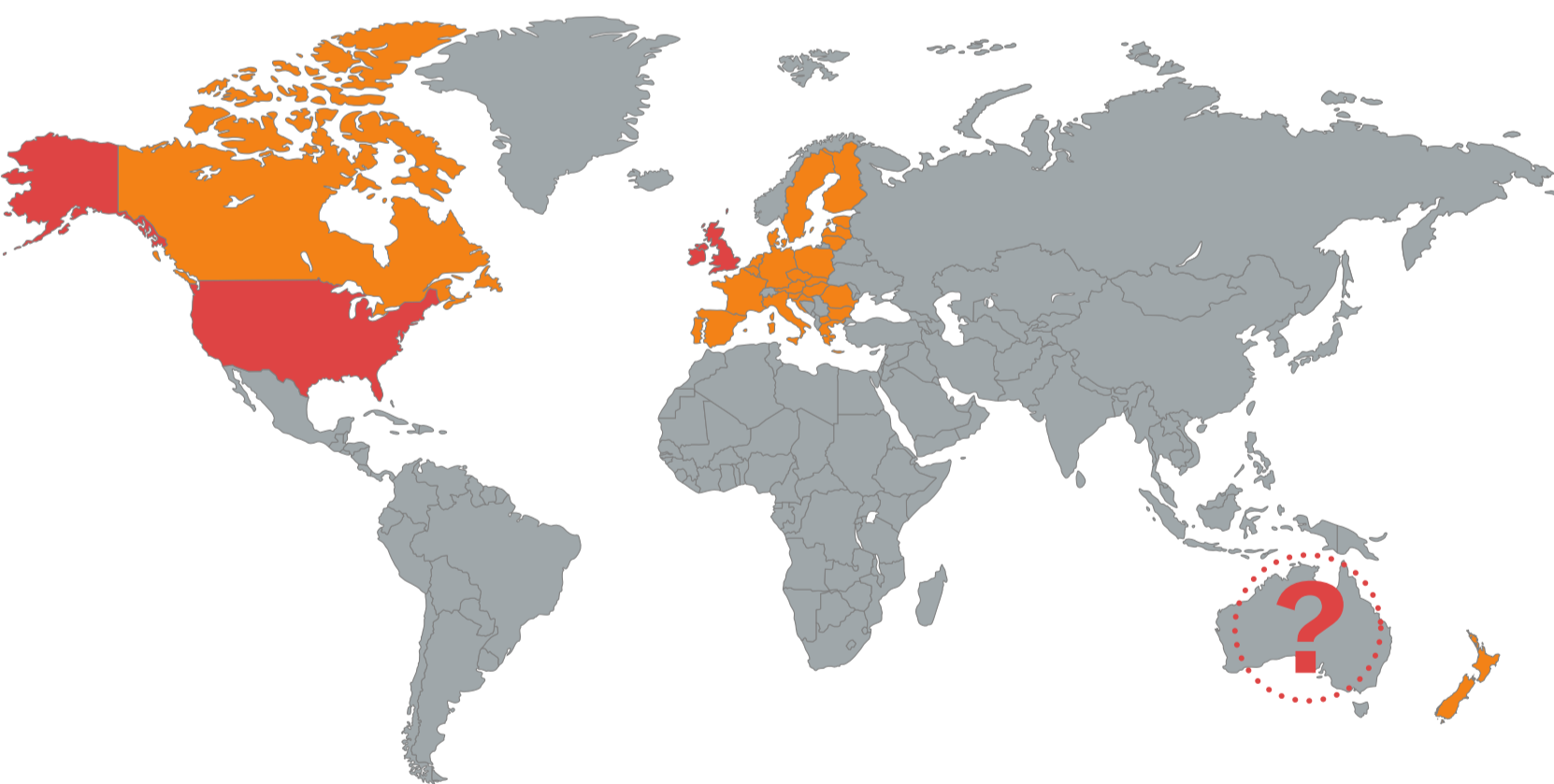
66% of the e-cigarette market is operating online.

Reference ^{1,2}

Why the inquiry needs you.

The inquiry needs to hear **your feedback** so retailers may be granted the opportunity to diversify their business, tap into customer needs and cater for consumer preferences.

Other markets around the world including **US, UK-EU, Canada** and **New Zealand** have already legalised or are in the process of legalising nicotine containing e-cigarettes and vaporisers, forcing the Australian government to review the evolving market.



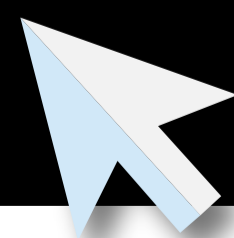
What can you do?

This inquiry is a major step towards legalising e-cigarettes and vaporisers. The committee **NEEDS** to know that there is strong support from the public.

Make sure you get your say at the Parliamentary Inquiry by clicking the link below or going to:

www.aph.gov.au/Parliamentary_Business/Committees/OnlineSubmission

CLICK HERE TO HAVE YOUR SAY ON THE INQUIRY NOW



Submissions need to be made before July 6, so act today.

¹ Kaiser Associates, Jan 2016. 'Understanding the Competitive Landscape for E-cigarettes in Australia.'

² Australian Institute of Health and Welfare, June 2017. 'National Drug Strategy Household Survey 2016 Data Tables'. Available from: <http://www.aihw.gov.au/alcohol-and-other-drugs/data-sources/ndshs-2016/data/>