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**Action on Smoking & Health (ASH Canada)**  
**Coalition québécoise pour le contrôle du tabac**  
**Physicians for a Smoke-Free Canada**

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*"I am seized with this. We do want to get this out as quickly as possible".*  
- Hon. Ya'ara Saks, Minister of Addictions and Mental Health, October 20, 2024

## Vaping protection delayed is protection denied

### Antitobacco groups decry further delays in vape flavour restrictions

**December 9, 2024 – Ottawa, Montreal, Edmonton)** – Three tobacco control organizations are repeating their call for **Addictions Minister Ya'ara Saks** to remove flavoured vaping products from the market quickly, as [pledged earlier this fall](#). Recent Canadian studies provide further proof of the harms caused by the **federal government's** three-and-a-half-year delay in finalizing regulatory restrictions on vaping flavours.

A [study of data from the longitudinal COMPASS survey](#) of **Quebec** high school students was made public this week, showing that high school students who vape become severely addicted to nicotine very quickly, typically within the first year.

"Flavours are the [main driver](#) of youth vaping," said **Flory Doucas, Co-Director and Spokesperson for the Quebec Coalition for Tobacco Control**. "The sooner we remove the flavours that lure teenagers into e-cigarette use, the greater the number of young people who will be protected from severe and long-lasting addiction. Protection delayed is protection denied."

New Canadian studies have identified that flavouring additives increase the harms caused by vapers. A research team based at **McGill University** [recently showed that berry-flavoured vapes](#) make it harder for lungs to fight off infections.

"These [recent studies](#) add to the longstanding evidence that youth are at risk and that vaping products are dangerous and highly addictive," said **Cynthia Callard of Physicians for a Smoke-Free Canada**. "Yet instead of accelerating flavour restrictions, Minister Saks seems to be kicking it further down the long road to effective protection."

Last October, the [federal government was reported as said the restrictions were coming "soon"](#), possibly even in November. Such signals prompted the pro-vaping lobby to launch new campaigns aimed at blocking the regulations, like [writing to all ministers](#), generating [thousands of robo-letters](#) from their customer base, [planning a news conference](#), etc. This week their spokesperson [tweeted](#) that **Minister Saks** office was inviting them to provide alternatives to flavour restrictions.

Tell Minister Saks to ENFORCE, Not BAN Flavours!

Rights4Vapers.com <info@rights4vapers.com>  
To: [Redacted] 2024-11-16

Follow up. Start by November 18, 2024. Due by November 18, 2024.  
You forwarded this message on 2024-11-17 9:29 AM.  
If there are problems with how this message is displayed, click here to view it in a web browser.

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RIGHTS4VAPERS

Email Minister Saks NOW!  
Tell her why you oppose  
a flavour ban.  
Visit: rights4vapers.com  
#enforceNOTban

I can't believe we're here AGAIN. ANOTHER FLAVOUR BAN THREAT.

Minister Saks, needs hear from you AGAIN and the message is clear DO NOT BAN FLAVOURS

“While vaping companies and the groups they fund have a right to express their interests, we are calling on Minister Saks to resist their lobbying tactics and prioritize the health of our young generations and all consumers, by moving forward with vaping flavour restrictions as soon as possible,” added **Ms. Callard**.



#### Canadian Vaping Association (CVA)

- Sam Tam, President
- Christina Pan, Vice President/180 Smoke
- Daniel David, Director/Illicit Market Chair/Government Relations Chair
- Jason Flynn, Treasurer/Vape Escapes

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#### ↑ Canadian Vaping Association Executives (Excerpt from Sept.23 2024 meeting between Health Canada and Canadian Vaping Association)

← Invoice and parcel sent by **180smoke.ca**  
to **Quebec** in **April 2024**. Products are  
uncompliant with **Quebec's** flavour ban and  
**Quebec** prohibits the online sale of vaping

Last September, the **Canadian Vaping Industry** accompanied by one of **Canada's** largest online retailers, **180Smoke.ca**, met jointly with **Health Canada** to express concerns regarding sale declines and the black market. “How hypocritical can the vaping industry get? 180smoke.ca is one of many retailers that shipped uncompliant vaping products to Quebec last **April** and **October**, undermining the provincial flavour ban and its taxation regime. 180smoke.ca is an executive member of the Canadian Vaping Association and its behaviour epitomizes the industry's willingness to defy provincial restrictions. It is mind-boggling to consider that Minister Sak's office or Health Canada would take seriously anything said by industry, its front groups or whatever mobilization these entities generate”, said **Ms. Doucas**.

**Les Hagen, Executive Director for ASH Canada** compared the delays in Canada to progress in other countries. “A growing number of jurisdictions, including China, Netherlands, Finland, and Hungary have prohibited flavoured vaping products except “tobacco” flavour and there are indications an EU-wide ban is in development. Yet despite Canada having one of the highest youth vaping rates, Health Canada has dragged its feet and left provinces without a way to defend provincial restrictions against vape stores that are willing to ship flavoured products across provincial boundaries.

“The decision by the Government of Canada to delay flavour restrictions is another gift to the tobacco and nicotine industry. Without it, they would find it much more difficult to easily recruit youth into nicotine addiction”, concluded **Mr. Hagen**.

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