

Plxsur's position on the key issues

Advocating for harm reduction

We believe that decisions on future electronic cigarette regulations should be science and evidence-based in order to ensure the highest quality products. We agree with the many public health experts who recognise the potential of electronic cigarettes to reduce risk and harm for tobacco consumers.

Regulation based on scientific evidence

We strongly believe that the regulation of electronic cigarettes should be based on peer-reviewed, published scientific evidence in consultation with key stakeholders including the electronic cigarette industry and public health experts. Regulation should ensure that products meet acceptable standards in quality, safety and efficacy.

Tackling youth access

We strongly support the aim to limit access of electronic cigarettes to those over the age of 18. All our companies have such restrictions in place and have developed (and implemented) bespoke and sophisticated software in order to make sure that only adult consumers are able to purchase electronic cigarettes via online order systems.

Ensuring product safety and quality

To meet the highest standards of product safety and quality, we encourage best practice of constant testing of products. We advocate for regulation that requires the submission of ingredients and the review of products before allowing a product to enter the market.

Approaching tax and excise duty in a way that supports public health

We are not opposed to Governments and Authorities imposing tax on the sales and imports of electronic cigarettes. We do suggest that authorities are mindful of the fact that for many smokers price is an important factor for switching to electronic cigarettes, and so any factor that removes or significantly reduces the price gap between conventional cigarettes and electronic cigarettes has the potential to cause a negative impact on public health.

Sustainability embedded across the business

We encourage the design of products that facilitate recycling and contribute to a circular economy. This information should be easily accessible for customers and as a vaping business, we recognise our responsibility in ensuring customers understand how to correctly use and dispose of their devices to minimise environmental impacts.