

Sent to The Prime Ministers office FAO The Prime Minister
No10 downing street (via official contact form) 15:35 on 25th May 2023

Subject: The prime minister's comments on advertising vaping to youth.

I heard your comment regarding the targeting of youth by possibly 'big tobacco', the vaping industry or some perceived, yet non-existent morph of the two. The same points are being made in the US, you are being fed a line Sir!

I am a vaping consumer myself, well aware as an early adopter of vaping (2008), more than 15 years ago, that youth are not targeted. I have seen the industry develop flavours for adults to use, it gives the edge to make a complete switch, dissociating from the taste of tobacco. It is unfortunate that there is no flavour puberty, humans' basic taste preference is developed early, so targeting adults only is sadly not possible.

Please see the graph linked here, showing the insanity of youth targeting, it just doesn't make any sense. https://safernicotine.wiki/mediawiki/index.php/Old_farts_vaping (this uses US data, the UK numbers are lower).

I suggest you run things by someone who understands vaping and harm reduction before making a comment, to save embarrassment