



Richard A E D Pruen

41 Worston Lane, Burnham-on-Sea, Somerset TA8 1LZ

☎ +44 (0)7967 014508

✉ richard@pruen.co.uk

Steve Barclay
Dept. of Health & Social Care
39 Victoria Street
London
SW1H 0EU

Subject: 'Ton of bricks' regulation of vaping and flavours

Dear Steve Barclay,

I am a consumer advocate, with no ties to industry at present (for full details see my previous letter).

I await your reply to my last letter on 6th July, with the requested information, including reasoning for not including representatives of consumers in the enquiry. I would also like to know if the MPs were briefed on vaping or the vaping industry, if so by whom?

The point itself is brief, two short paragraphs.

After your comments on regulations, I would like to draw your attention to the following peer reviewed paper <https://www.mdpi.com/1660-4601/20/20/6936> this strongly suggests that young people are being diverted from smoking, vaping is at least 95% safer than them smoking, thus while not ideal vaping reduces harm. Dependence to nicotine is also not ideal, but only 0.5% youth regularly use vapes who did not first smoke. Meanwhile you risk stopping millions of adult smokers switching to vapes by eliminating flavours, these are an important thing for adults. Please read this from Clive Bates (ex ASH Director) <https://clivebates.com/documents/FlavoursBriefingV1July2022.pdf>. You should of course ban candyfloss and sweet flavoured alcohol, as such flavours are aimed only at children?

One last point Vaping is already illegal for children, if the existing rules cannot be enforced, then further legislation will presumably not be enforced either, how would that help?

Yours sincerely,

Richard Pruen