

## Vaping Products—Measures under the *Tobacco and Vaping Products Act* (TVPA)

# Restrictions related to the Promotion of Nicotine Content, Health Benefit and Anti-Cessation Claims, and Cross-Branding

**MEASURES IN  
EFFECT ON  
NOVEMBER 19,  
2018**

1. Prohibition on the promotion of vaping products, including by means of the packaging, in a manner that is false or misleading with respect to the characteristics, health effects or health hazards of the product or its emissions. This includes product labels with inaccurate information about the nicotine content. (For example, paragraph 30.42(1)(a) of the TVPA)
2. Prohibition on the promotion of vaping products, including by means of the packaging, in a manner that could cause a person to believe that health benefits may be derived from the use of the product (e.g. by making health benefit claims on the product's package) or by comparing the health effects arising from the use of the product with those arising from the use of a tobacco product. (See section 30.43 of the TVPA)
3. Prohibition on the promotion of a vaping product, including by means of the packaging, if there are reasonable grounds to believe that the promotion could discourage tobacco cessation or encourage the resumed use of tobacco products. (See section 30.44 of the TVPA)
4. Prohibition on furnishing or promoting a vaping product if a tobacco product-related brand element is displayed on the vaping product, on its package or in its advertising. (See section 30.71 of the TVPA)

Vaping product-related measures can be found in the *Tobacco and Vaping Products Act*, which may be consulted at: <http://laws-lois.justice.gc.ca/PDF/T-11.5.pdf>.

The information contained in this document is not intended to substitute, supersede, or limit the requirements under the TVPA. In case of any discrepancy between this document and the legislation, the legislation will prevail.

Many provincial jurisdictions have also passed laws to regulate vaping products. Information about provincial legislation may be obtained by contacting the relevant jurisdiction directly.

Information on vaping products can be found at: [www.canada.ca/vaping](http://www.canada.ca/vaping).

For more information about the TVPA, please contact the Tobacco Control Directorate:  
By email: [hc.tcp.questions-plt.sc@canada.ca](mailto:hc.tcp.questions-plt.sc@canada.ca)  
By phone: 1-866-318-1116 (toll free)  
(staffed Monday through Friday 8am to 4pm EST; voice-mail available at all other times)