



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

# Restrictions on Sales Promotion

**MEASURES  
IN EFFECT  
ON MAY 23,  
2018**

1. Limits on offering or providing any consideration\* for the purchase of a vaping product, in a place to which young persons have access. (See section 30.6 of the TVPA)
2. Limits on offering to furnish or furnishing a vaping product in consideration of the purchase of a product, service, or performance of a service, in a place to which young persons have access. (See section 30.6 of the TVPA)
3. Limits on giving or offering to give a vaping product or branded merchandise that is associated with young persons, that could be appealing to youth, or that is associated with a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring. (See section 30.5 of the TVPA)
4. Prohibition on using a vaping product-related brand element or a vaping product manufacturer's name in the promotional material related to a person, entity, event, activity or permanent facility or in a manner that associates the brand element or name with a person, entity, event, activity or permanent facility. (See section 30.3 of the TVPA)
5. Prohibition on displaying a vaping product-related brand element or a vaping product manufacturer's name on a permanent facility used for sports or cultural events or activities. (See section 30.4 of the TVPA)

\* *Consideration* includes a gift to a purchaser or a third party, bonus, premium, cash rebate or right to participate in a game, draw, lottery or contest. See paragraph 30.6(1) (a) of the Tobacco and Vaping Products Act.

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)