



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

Restrictions related to Youth Appeal

MEASURES IN EFFECT ON MAY 23, 2018

1. Prohibition on the promotion of vaping products, vaping product-related brand elements, and merchandise displaying vaping product-related brand elements by means of advertising that could be appealing to young persons. (For example, section 30.1 of the TVPA)
2. Prohibition on the promotion of a vaping product, a vaping product-related brand element, and a thing that displays a vaping product-related brand element by means of lifestyle advertising, i.e. advertising that associates a product with or evokes a way of life that includes, but is not limited to, glamour, recreation, excitement, vitality, risk, or daring. (See section 30.2 of the TVPA)

MEASURES IN EFFECT ON NOVEMBER 19, 2018

1. Prohibition on the promotion or sale of a vaping product that has an appearance, shape, or other sensory attribute or a function that could make the product appealing to young persons. (For example, section 30.41 of the TVPA)
2. Prohibition on the promotion of a vaping product through a testimonial or an endorsement, however displayed or communicated, including by means of the packaging. The depiction of a person, character or animal, whether real or fictional, is considered to be a testimonial for, or an endorsement of, the product. (For example, section 30.21 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.

For more information about the TVPA, please contact the Tobacco Control Directorate:

By email: 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)