



April 2019

## Promotion of Flavoured Vaping Products That Appeal to Youth

### Background

Vaping is becoming increasingly common in Canada. In 2016/17, 14.6% of Canadian students in grades 10 to 12 were past 30-day vapers.<sup>1</sup> Among all Canadians 15 years and older, the most popular flavour type was fruit (43%), followed by tobacco (22%), and candy or dessert (14%).<sup>2</sup> Among youth and young adults, however, a fruit flavour was more popular (69% and 62%, respectively).

With the passage of the 2018 federal *Tobacco and Vaping Product Act* (TVPA),<sup>3</sup> it is prohibited to promote a vaping product (e.g., device, e-juice or pods) or product-related brand element by advertisement if there are reasonable grounds to believe it is appealing to young persons (Section 30.1). Further, it is prohibited to display on a vaping product or its packaging an illustration or design element—including brand name, trade-mark, trade-name, distinguishing guise, logo, graphic arrangement, design or slogan—that could make a person believe the product is flavoured if these elements are appealing to young persons (Section 30.46). More generally, certain classes of flavours—including confectionery, dessert, soft drink, energy drink, or cannabis—are prohibited from being used to promote a vaping product, including its packaging, by way of illustrations or design elements if these could cause a person to believe the product has a flavour in one of these classes (Section 30.48).

This newsletter reports on vaping products available in the Canadian market<sup>i</sup> that appear to connote confectionery, dessert and soft drink flavours. We also include several examples that appear to appeal to young persons, such as those with design elements that feature youth-friendly cereal flavours and chocolate milk.

### Key Findings

Flavours that appeal to youth are very likely an important factor in the alarming increase of uptake of vaping by young people. More action is urgently needed to prevent the substantial promotion of youth-appealing flavours by Canadian online vaping retailers.

<sup>i</sup> Samples were collected from online Canadian vape stores in April 2019.



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## Flavoured Vaping Products Available From Select Online Retailers in Canada

An online search of Canadian vape retailers revealed many instances of apparent noncompliance with the prohibitions on promotion of certain flavours and flavours that appeal to young persons.

### Confectionery and Dessert

Generally, the term ‘confectionery’ refers to sugar confectionery products and baked confectioneries,<sup>4</sup> with broad overlap between the two. Sugar confectioneries can include sugar candies, chocolate, chewing gums and ice cream, etc. Baked confectioneries typically are sweet foods that contain flour and can include such products as cakes, cookies, donuts, and pastries. Vaping product manufacturers have introduced many confectionery flavours, and online vape retailers use various thematic categories to group them including baked, candies, cereals, creamy, custards, desserts, food/desserts, sweets.



### Confectionery - Candy

One popular form of confectionery is candy. A search of online vape shops in Canada found several examples of vaping products that resembles actual brands of candy (Table 1) and other online retailers that carry products with candy flavoured design elements (e.g., brand names, graphics, descriptors) (Table 2).



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**Table 1: Confectionery Flavoured E-Liquid, with Online Retailer Product Description, E-Liquid Image and Brand-Name Confectionery Product Image**

Online Retailer Product Description (title linked to product online)	E-Liquid Image and Brand-Name Confectionery Product Image
<p><b>Sour Skittles eJuice by IBliss</b></p> <p>Taste the rainbow with this locally made top seller with sour notes and a summer skittles taste that will keep the taste buds alive. Tastes just like your favorite candy with a sour twist! If you like sour candy, then this flavor was made with you in mind. A juicy, sensational vape that satisfies sweet &amp; sour cravings and delivers a dense, fulfilling vapor. Skittles E-Juice flavor is made to dazzle your taste buds.</p>	
<p><b>Gush by Midnight Vapers Co</b></p> <p>A fruit gusher candy flavor.</p>	



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## Online Retailer Product Description (title linked to product online)

## E-Liquid Image and Brand-Name Confectionery Product Image

### Bazooka Strawberry Sour Straws

Strawberry sour straws that tastes exactly like the real candy. Indulge your sweet tooth and your craving for a bit of sour love with this fantastic e liquid. Be joyous over the bottle size, you are going to want to have lots of this on hand.



### Strawberry Rolls By Candy King E Liquid




Strawberry Rolls by Candy King e-Juice is a recreated fruit chew, taking succulent strawberries and pairing it with a confectionary chew from adolescence to create a rolled up strawberry chew that will inspire the taste buds with the spot on recreation.





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**Table 2: Confectionery (Candy) Flavoured E-Liquid, with Online Retailer Product Description**

Online Retailer Product Description (title linked to product online)	E-Liquid Image
<p><b>Circus Cotton Candy by Circus Eliquids</b></p> <p>If you have been searching for the ultimate cotton candy vape, this is it! Bright, sweet and fluffy, this top tier flavour is one of the best blue raspberry cotton candy ejuices available in Canada. Period. End of sentence. Join the circus today, and taste what all the hype is about!</p> <p>Vapevine Staff Review: "This sugary sweet and fluffy cotton candy tastes so realistic you can almost feel the candy floss melting in your mouth."</p> <p>Flavour Description:</p> <p>Cotton Candy – Blue Raspberry Cotton Candy</p>	
<p><b>Chubby Bubble Vapes</b></p> <p>Bubble Purp-An inhale of delicious purple grapes and an exhale of chewy bubble gum.</p>	
<p><b>Buried Treasure by Juice Heads</b></p> <p>A Cold Vanilla Ice Cream and Orange Creamsicle. Can you remember your childhood days playing outside on a hot summer day with a sweet, cold ice cream to cool you off. Our Buried Treasure vape juice will make you reminisce of those days with every hit! Containing cooling agents, vanilla ice cream, and orange cream notes this recipe tastes just like the child favorite snack!</p>	







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## Dessert

A search of online vape shops in Canada found several examples of online retailers that carry e-juice with dessert flavoured design elements (e.g., brand names, graphics, descriptors) (Table 3).

**Table 3: Dessert Flavoured E-Liquid, with Online Retailer Product Description**

Online Retailer Product Description (title linked to product online)	E-Liquid Image
<b>White Chocolate Macadamia Cookie by Freshly Baked</b>  Did someone say cookies? Yes, we did. White Chocolate Macadamia Nut Cookie E-Liquid by Freshly Baked is everything you wanted from a White Chocolate Macadamia Nut Cookie e-liquid. Delicious and smooth, with a touch of milk, this is a vaping experience you don't want to miss out on.	
<b>Glazed Donuts By Loaded E-Juice</b>  Indulge your taste buds in this freshly-baked treat smothered with warm and gooey glaze when you vape on a fully-loaded glazed donut!	



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## Online Retailer Product Description (title linked to product online)

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## E-Liquid Image

### Banana Cream Pie by Flavour Town

A delicate handmade pie crust filled with banana filling and fresh banana slices.



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### Shakedown (Strawberry Milkshake)

A delicious blend of mouth watering strawberries blended into a thick vanilla milkshake.







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## Soft Drink

The terminology of carbonated soft drinks ranges, with one recent survey source suggesting regional variation including coke, pop and soda.<sup>5</sup> According to the TPVA, a soft drink flavour is a prohibited flavour. Our search of online vape retailers shows that this flavour category is still available in Canada (Table 4).

**Table 4: Soft Drink Flavoured E-Liquid, with Online Retailer Product Description**

Online Retailer Product Description (title linked to product online)	E-Liquid Image
<b>Cola by Cola Man E Juice</b>  Cola Man is so close to the real thing that you may not be able to guess the smell of the ejuice from the actual smell from a cola beverage. Even from the first initial inhale, you are hit with such a familiar flavor and feeling that you may take a second look to see if you did not mistake Cola Man with your favorite go to soda in your local supermarket's beverage aisle	
<b>Rootbeer by Fat Panda</b>  Sassafrassy sassy flavor with a hint of vanilla ice cream!! This amazing blend will knock your roots off....and make your head float into flavor goodness.	







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## Additional Apparently Youth-Appealing Flavours

Online vape shops in Canada sell a variety of products that could be appealing to youth. Table 5 includes a selection of these products.

**Table 5: Youth Friendly E-Liquid, with Online Retailer Product Description**

Online Retailer Product Description (title linked to product online)	E-Liquid Image
<b>Grape Jam Monster E-Liquid</b>  A sweet grape jam with a creamy butter flavour and unique hints of toast!	
<b>Loopy Hoops by Fat Panda</b>  Everyone's childhood favorite. Just follow your nose... (Note. Brand located under a cereal link)	



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## Online Retailer Product Description (title linked to product online)

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## E-Liquid Image

### Golden Ticket E-liquid by Met4

Delights your sense with a chocolate milk vape. Creamy & Smooth, Golden Ticket eLiquid is an all day vape that brings a smile to your face that only chocolate milk can deliver.



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## Efforts Toward Compliance with the *Tobacco and Vaping Products Act*

Several vaping retailers in Canada have taken steps to comply with the TVPA. The Juice Punk brand of e-liquids, for instance, lists an image of a black bottle for the Juice Punk line extension and indicates “*Brand Compliance Overhaul Underway: The Juice Punk is busy toiling to stay ahead of the curb [sic]. Keep your eyes peeled for our new legally compliant look, coming soon.*” The Keep it 100 brand lists line extensions with images and descriptions but footnotes each product with the following text: “*Note Canadian orders do not ship with exterior box pictured and artwork may be altered for S5 compliance.*” Another notable exception is VanGo Vapes, which has renamed a large selection of their product line to comply with the TPVA’s prohibition on confectionery, dessert, and soft drink flavoured e-juice (Table 6), although several of their product descriptions and illustrations on their internet site appear to not comply with the *Act*.



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**Table 6: Changes to E-Liquid Product Packaging to Align with the *Tobacco and Vaping Products Act*, VanGo Vaping**

Collection	Previous Brand Line Extension	Current Brand Line Extension	Current Product Descriptor
All Juice	Cherry Cola, Soda Pop Series	Cheeky Cherry	A refreshing blend of <u>Cola</u> , with heavy Cherry undertones
House of Cream	Custard	The Cust	Rich, creamy, sweet and a little bit of vanilla makes it perfect
House of Cream	Orange Creamsicle	Orange Dream	Combining orange and creams, this citrus vape is super smooth with the perfect amount of creaminess
House of Cream	Cookie Dough Ice Cream	Delicious Dough & Cream	Smooth and creamy dough mixed with the richest of sweet creams
House of Sugar	Gummy Cola	Yummy Cola	A sweet and refreshing <u>cola flavor</u> , straight off the kola tree
House of Sugar	Swedish Gummy	Swedish Swimmers	Sweet and fruity! Let the flavor gush all over your tastebuds as you vape this reminiscent flavor
International Delights	Cheesecake	Cheesebake	Classic New York style <u>cheesecake</u> with hints of vanilla
International Delights	Belgian Waffles	Belgian Breakfast	<u>Sweet Belgian Waffles</u> with Real Canadian Maple Syrup
Sugar Lane (Previously Candy Lane)	Sour Belts	Sour Power	Sweet and tangy rainbow bacon in a bottle
Sugar Lane (Previously Candy Lane)	Blue Strawberry Cotton Candy	Blue Strawberry	Blueberries and Strawberries mashed into <u>cotton candy</u>
Sugar Lane (Previously Candy Lane)	Candy Banana	Mellow Banana	Bursting with a sweet banana flavor & exactly like the <u>soft and squishy candies</u> in the store
Vango Bakery	Apple Fritter	Luscious Apple	Goopy <u>apple pastry</u> with light hints of icing & a fluffy base
Vango Bakery	Churro	Cinnastix	Crunchy <u>Churros</u> with a soft and buttery center, baked with slight hints of cinnamon



## Conclusion

In apparent contradiction with the *Tobacco and Vaping Product Act* (2018), a quick search of Canadian online vaping product retailers revealed substantial promotion of confectionery, dessert, soft drink and other youth-appealing flavoured vaping products. At the same time, some online vape store retailers appear to be taking various steps to eliminate such promotion. Youth-appealing flavours are very likely an important factor in the alarming increase of uptake of vaping by young people. There is an urgent need for more action to prevent the promotion of youth-appealing flavours by Canadian online vaping retailers.

Authors: Shawn O'Connor, Sandra D'Souza, Lori Diemert, Robert Schwartz

## References

<sup>1</sup> Government of Canada. [Summary of results for the Canadian Student Tobacco, Alcohol and Drugs Survey 2016-17](#). Accessed April 29, 2019.

<sup>2</sup> Government of Canada. [Canadian Tobacco, Alcohol and Drugs Survey \(CTADS\): Summary of results for 2017](#). Accessed April 24, 2019.

<sup>3</sup> Minister of Justice (Canada). [Tobacco and Vaping Product Act, S.C. 1997, c. 13 \(November 19, 2018\)](#). Accessed April 22, 2019.

<sup>4</sup> Wikipedia. [Confectionery](#). Accessed April 24, 2019.

<sup>5</sup> McConchie A. [Pop vs Soda](#). Accessed April 24, 2019.