

Nature and Extent of
Country-Level Policies
Regulating Flavors in
Electronic Nicotine
Delivery Systems (ENDS)

Lara Atella

Background

The use of flavors in ENDS is pervasive. Flavors enhance the appeal and facilitate initiation of the use of these products, including among youth. This study reports the nature and extent of country-level policies regulating flavors in ENDS.

Methods

- As part of global surveillance work on ENDS conducted through December 2022, regulatory policies were requested from 130 in-country contacts. 109 responses were received.
- Policies regulating flavors were identified based on contacts’ response and associated policy documents.

Results

- Identified eight countries with policies that address flavors in ENDS
- Five of the eight ban flavors except for specified flavors: Denmark, Estonia, Philippines, New Zealand, Finland
- Two ban specific additives/flavors: Canada and Saudi Arabia
- Jordan regulates flavoring materials based on a set standard.

Most countries are
not regulating flavors in ENDS.

Of the eight that do,
most have a limited number of
specified flavors that are permitted
(e.g., tobacco and menthol).







◀ Access the
E-cigarette
Policy Scan


globaltobaccocontrol.org


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Additional Information


-  **Denmark** Flavors banned except for tobacco and menthol
-  **Estonia**
-  **Philippines**

-  **New Zealand** Retailers prohibited from selling flavored vaping products other than tobacco, mint, or menthol

-  **Finland** Ban on certain additives and characterizing flavors, defined as a smell or taste other than one of tobacco in both nicotine-containing and nicotine-free liquids

-  **Canada** Prohibits the promotion of confectionery, dessert, cannabis, soft drink, and energy drink flavors on the packaging of vaping products (although products can be flavored)

-  **Saudi Arabia** Prohibits specific flavors, namely: cocoa, vanilla, coffee, tea, spices, candy, gum, cola, and alcohol but allows fruit and menthol flavors

-  **Jordan** Requires that any flavoring materials used in ENDS must be food grade and permitted in inhalation devices

Authors

Lara Atella, Michelle Duren,
Joanna Cohen, Kevin Welding,
Ryan David Kennedy