

# Republic of Korea



- Nicotine-containing e-cigarettes are classified as tobacco products and thus their sale is banned to minors (under 19) according to an act
- Use is banned in public places and transport with the exception of designated smoking areas
- Nicotine-containing e-cigarettes can only be featured a maximum of 10 times per magazine per year.\*
- There is a special health tax, proportional to 1,799 won/mL nicotine liquid (Tobacco Business Act)
- Non-nicotine containing e-cigarettes are considered consumer goods

# Singapore



- E-cigarettes are classified by the tobacco control act as imitation tobacco products; this bans their sale, distribution and importation

# Togo



- The tobacco control law classifies nicotine-containing e-cigarettes as “derivative products”
- The law forbids provision to minors (under 18), advertising and promotion, and prohibits smoking in public places/transport outside of designated areas
- E-cigarettes are subject to duties/fees and are not eligible for tax exemptions; they are taxed at a ceiling of 45 percent
- Non-nicotine e-cigarettes are also regulated

# United Kingdom: A unique approach

# UK Context

- 2005: UK Medicines and Healthcare products Regulatory Agency (MHRA) adopted principle that any risks associated with NRT are substantially outweighed by dangers of continued smoking
- Harm reduction advocated by Royal College of Physicians, Action on Smoking and Health
- 2010: MHRA allows harm reduction indication
- 2011: National tobacco control plan – “develop new approaches to encourage tobacco users who cannot quit to switch to safer sources of nicotine”
- MHRA: NRTs not like other pharmaceuticals – continued smoking, not placebo, is the relevant comparator
- 2015 Public Health England report: e-cigarettes 95% less harmful than cigarettes

# UK Policy Approach

- E-cigarettes are governed by **general product safety regulations**
- However, manufacturers can apply for a medicinal license through the **Medicines and Healthcare products Regulatory Agency (MHRA)**
- In 2016, any unlicensed e-cigarette will be governed by **European Union's Tobacco Products Directive (TPD)**, with full compliance necessary by 2017

# MHRA Medicinal License (2010)

- “Light-touch” medicines regulation
- Available on prescription and general sale
- Can make health claims
- Age of sale according to license
- Advertising permitted, similar to other nicotine-containing products
- No upper limit on nicotine concentration
- Flavors allowed but need approval
- Currently, one product has applied (BAT product)

# Advertising Voluntary Code (2014)



Advertising Standards Authority  
Compliant Advertisement

Advertisements expected to:

- Be socially responsible
- Not promote any tobacco brand design, imagery or logo
- Make clear e-cigarettes are not tobacco products
- Not undermine quit tobacco messaging
- Not contain health or medicinal claims without licensing

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# Age of Sale (2015)

On October 1, 2015 it became illegal to sell e-cigarettes to or buy for someone under 18 years of age in the UK



# Final Thoughts

It may not be the case that one approach works for all; factors that may be important include:

- Country's goals & approaches to tobacco control and cessation
- Country's regulatory system/structure and its capacity to implement and enforce policies
- Political influences, including lobbying, values, governing party
- State of the tobacco epidemic and e-cigarette use patterns
- Availability of e-cigarette products/product types in the market
- Timing/time since e-cigarettes emerged as product category
- Pricing (including tax), affordability, price relative to tobacco products
- Tobacco & e-cigarette industry behaviors
- Marketing practices, including social media, and marketing restrictions



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