

# Vaping...a.k.a...E-Cigarettes

What's the hype?

BREATH E  
the lung association



Mouthpiece →



Battery operated devices that mimic smoking.

Nicotine cartridge →

Refillable cartridges are filled with liquid that may or may not contain nicotine.

Atomizer →

If cartridges contain nicotine, the user can often adjust the amount.

Liquid is heated into a vapour that is breathed into the lungs.

E-cigarettes come in many different shapes and styles.

Rechargeable battery →

The World Health Organization refers to these as: 'Electronic Nicotine Delivery Systems'.

E-cigarette use is also known as vaping.

E-cigarettes are not technically tobacco products; they are exempt from Canada's strict rules against product marketing and promotion, except in places where they're sold. Some foreign websites sell them illegally.

The e-cigarette industry has used age-old tobacco industry tactics for promotion including celebrity endorsement and flavours.

E-cigarette liquid can be produced in almost any flavour. Some websites advertise hundreds of flavours. These flavours can be attractive to youth and can attract non-smokers to try e-cigarettes.

Some e-cigarette companies are being purchased by tobacco companies, because they know the potential for future addiction to nicotine.

1 in 5 Canadian  
highschool  
students have tried  
e-cigarettes.



**For:** Supporters of e-cigarettes believe:

- e-cigarettes may help smokers quit
- these products do not produce tobacco smoke; therefore they cannot be as harmful as cigarettes

**Against:** Opponents of e-cigarettes believe:

- innovative types of products and marketing will attract youth to try these products leading to a nicotine addiction
- there are potential long-term negative health effects

## The Electronic Cigarettes Act

In Ontario, legislation was passed that bans:  
*the sale and supply of e-cigarettes to anyone under the age of 19.*

Soon, it will also ban:

- the sale of e-cigarettes in certain places where the sale of tobacco is prohibited.
- the use of e-cigarettes in certain places where the smoking of tobacco is prohibited.
- the display and promotion of e-cigarettes in places where e-cigarettes or tobacco products are sold, or offered for sale.



In Canada, nicotine is considered a regulated drug under the Food and Drug Act. Health Canada has not legally authorized the sale of electronic nicotine delivery devices.