**WHAT IS THE TPD AND HOW DOES IT AFFECT YOU THE CUSTOMER**

If you’re not heard of the TPD before, it’s part of the [**Tobacco Products Directive (article 20)**](https://vapersinpower.co.uk/art-20-tpd). Although designed for cigarettes, e-cigarettes were included in the **badly written and designed** article 20. It is now Law since 20th May 2016. There are transitional periods agreed until full implementation on May 20th 2017. From this date, only products that have been notified and approved with a Product EC-ID code can be sold with the main changes being

**The maximum bottle size of nicotine containing e-liquid is 10ml.**

Say goodbye to buying 30ml+ size containers to reduce cost. Apparently, this is to reduce the chance of accidental poisoning although you can still buy a 2-litre bottle of lemon bleach from your supermarket!!! Zero nicotine

flavoured e-liquid is not affected by the TPD so we can sell it in whatever bottle size we like.

**Maximum size of tanks not to exceed 2ml.**

This means the end of large tanks that many people now use. It is hard to see any justification to support this restriction. We are hoping that in a couple of years these crazy restrictions will be lifted.

**Maximum nicotine strength of e-liquid is 20mg**

No more 24mg strength – the high strength that a lot of people start off with for transition from tobacco. Apparently due to poisoning concerns which have been **proven to be totally false**. Expect the highest strength to be 18mg.

Manufacturers will now have to tell the Government about the ingredients in each liquid, provide evidence that these ingredients meet reasonable standards of safety, and guarantee that the whole production process is safe. We know of a lot of brands/flavours that have failed these tests and will disappear from the marketplace – something we at Electric Vape have always taken seriously as we ask suppliers to supply toxicology reports.

**They’ll have stricter packaging**

E-cigs regulated by the TPD (and not as a medicine) will need to carry a health warning covering 30 per cent of the packaging. The warning will state ‘This product contains nicotine which is a highly addictive substance’, and will be shown on both the front and backs of packs.

### What is going to happen with batteries, box mods, variable voltage/wattage devices, cotton, wire, driptips etc?

 Batteries and Mods etc. will not be affected by the legislation. So, business as normal

 **Keep Your Chin Up!**

The EU TPD is **very poor legislation**. It was so badly conceived that the scientists quoted by the commission wrote en masse that their studies had been misinterpreted. Fortunately, the UK government **has been understanding**. In fact, one government minister has promised e-cigs will be more ‘Italian’ than traditionally British. As a result, we are likely to have one of the most liberal interpretations of the TPD in the EU.

While the restrictions will increase costs and choice, and reduce the pace of innovation, it’s NOT the end of the British e-cig Industry. We welcome regulatory measures that will help to ensure high standards of quality and safety for consumers. There are though many elements of the legislation that are controversial. The TPD has been recognised as the most lobbied dossier in EU history with the tobacco and pharmaceutical industries deploying lobbying tactics on a massive scale (One multi-national cigarette company alone employed over 160 lobbyists).

**From 21st November 2016 to May 19th 2017 we can continue selling stock that does not comply until it runs out. Compliant stock will gradually replace. From 20th May 17 only compliant stock can be sold and all non-compliant stock if any removed.**

  **Electric Vape member of**

****