

IEVA Position on Youth Prevention

IEVA's dedication to Youth Prevention

Youth prevention is an important issue and IEVA is committed to supporting approaches that ensure underage use across the EU is minimized/eliminated. We support all actions which combat youth usage, such as but not limited to:

- Raising the minimum age for purchasing e-cigarettes to 18+ across the EU
- Ensuring retailer compliance by:
 - Providing age-gating training and support to staff to ensure ID checks are conducted upon purchases.
 - Organizing mystery shopping programs.
 - Setting up a mechanism with relevant authorities to report and penalize violations.
- Strengthening online platforms age verification mechanisms (where online platforms are allowed) by:
 - Implementing authentications processes.

IEVA's dedication to an industry wide Code of Conduct

IEVA also aims to devise a **Code of Conduct for the Vaping Industry** and calls on interested parties to adhere to the principles set within. The Code will include Youth Protection provisions such as:

- Minimum age requirements for purchase, advertising testimonials and brand ambassadors.
- Guidelines for marketing, selling and advertising (in line with national provisions and requirements) to ensure the products do not appeal to underage users.
- Support for establishing Mystery Shopping partnerships with all relevant actors (consumer organizations, trade organizations etc.).