

It's time for action

A comprehensive flavour ban

to reduce the appeal of vaping for Canadian youth

Youth vaping is a serious problem in Canada

30% of 15-to-19-year-olds in Canada have tried vaping

14% have vaped within the past 30 days

4 in 5 of 15-to-19-year-olds who vape never smoked cigarettes

2 in 3 who both vape and smoke started with vaping

70% of youth who vape choose fruit or candy flavours

The ASK

Finalize the flavoured vape restrictions as published in the *Canada Gazette Part I* in June 2021.

Further strengthen these flavour restrictions by including a ban on mint and menthol flavours (so that only tobacco flavour is available).

Canadian Lung Association

B R E A T H E



78% of Canadians surveyed support policies that restrict flavoured vape products



It's hard to argue that vaping *isn't* marketed to young people, with the range of bright, trendy colours, various form factors and thousands of candy-, dessert- and fruit-flavoured vaping liquids available.

Breakfast Waffle

Ice Cream Cookie

Strawberry Shortcake

Fruit Loops Candy

Death by Chocolate

Hawaiian Koolada

Coconut Dreams

Cinnamon Roll

Banana Split

Vanilla Custard

Bubble Gum

Blue Razzberry

Frosting

Puddin'

Even "Big Tobacco" agrees!

"We agree that more must be done to restrict youth access to vaping products, and that there are too many flavoured products on the market. We support the proposed federal vaping regulations to restrict flavours to tobacco, menthol and mint..."

Eric Gagnon

VP, Corporate and Regulatory Affairs
Imperial Tobacco



Canadian Lung Association
B R E A T H E

Sources

Canadian Tobacco and Nicotine Survey (CTNS): 2022, Health Canada.

Canadian Lung Association & Abacus Data. National survey, October 2025.

Imperial Tobacco Supports Vaping Regulations for Youth. Press Release, May 26, 2025.