

**Question for written answer E-001821/2019
to the Commission**
Rule 130
Mairead McGuinness (PPE)

Subject: E-cigarette marketing to young people

Article 20 of the Tobacco Products Directive (2014/40/EU) lays down rules for electronic cigarettes sold as consumer products in the EU, including rules regarding labelling and packaging.

Nevertheless, e-cigarette packaging is being targeted at young people and teens, mimicking confectionery products.

Vaping flavours such as 'juicy pineapple chunks', 'bubblegum fizz' and 'chocolate mint milkshake' are being marketed in the EU. This style of marketing, which sees e-cigarette marketers adopting sweet-like packaging, is very attractive to young people. This is also confusing for children as the packaging mimics that of sweets they already consume.

What is the Commission doing to address this issue? Has it noted a rise in the number of young people who vape?