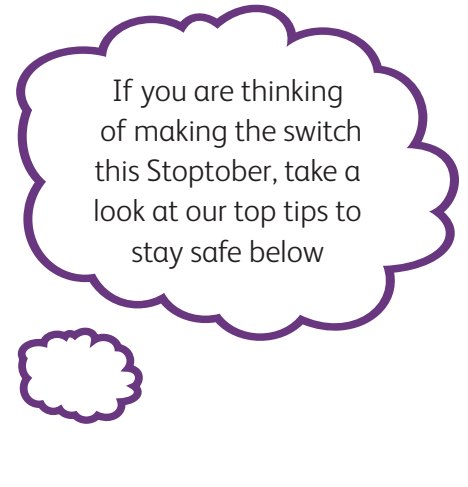


Currently around 2.8 million adults in Great Britain use electronic cigarettes, otherwise known as vapes, compared to 700,000 in 2012 – according to Action on Smoking and Health (ASH). They have become popular to ex-smokers as an effective way to stop or reduce the amount they smoke.

Public Health England has estimated that e-cigarettes are 95% less harmful to health than smoking. But whilst the health benefits seem to be acknowledged, consumers should bear in mind that all e-cigarettes contain lithium ion batteries, which pose a risk of explosion if the device fails.



- 1** Check that the company you are buying from is reputable. If buying online, Trading Standards recommend looking for a professional website, with a landline contact number, details of a head office, and appropriate spelling and grammar
- 2** Look for the CE mark on all parts of the product. All products imported into Europe are required to carry the CE mark as evidence of safety compliance. If the CE mark is missing, the product may be unsafe or a counterfeit
- 3** Check each time that there are no leaks or damage before using it
- 4** Don't use any other charger as a replacement without first taking advice from a reputable trader. Battery capacity and charging voltages vary between manufacturers
- 5** Do not leave your e-cigarette charging unattended or whilst you're asleep
- 6** If you think there's a problem or if the device is overheating, stop using it and seek advice from a reputable trader as soon as possible
- 7** E-cigarettes use lithium ion batteries, which are high energy, volatile devices. Many vapers are not aware of the risk that carrying a battery loose in a pocket with keys and coins carries the risk of explosion, usually because the risk is not clearly stated by the manufacturer or the seller
- 8** Turn off your e-cigarette when you're not using it and when you're carrying it



Stoptober

Smoking is the biggest cause of preventable deaths in England, accounting for more than 80,000 deaths each year. One in two smokers will die from a smoking-related disease.

Stoptober is a Public Health England initiative to encourage a mass quitting with daily help and support for smokers, as research shows that if you stop for 28 days, you're five times more likely to stop for good.

“Regulation of e-cigarettes being sold in the UK is improving, but we still see first-hand the devastating effects an e-cigarette explosion can have. If you're making the swap this Stoptober, it's important to follow the recommended tips for a safe vape.”



Matthew Newbould, product liability expert at Irwin Mitchell