

**Media Release**

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**NEW E-CIGARETTE LIQUID LAWS WILL KEEP AUSTRALIANS SAFE**

*New liquid nicotine restrictions the latest in evidence-backed policy protecting consumers*

Cancer Council Australia has welcomed new regulations announced today that will help protect young Australians from the widespread importation of liquid nicotine.

Professor Sanchia Aranda, CEO of Cancer Council Australia said, “The Federal Government has taken a strong precautionary and evidence-based approach to e-cigarettes and today’s announcement sends a clear message that e-cigarettes are not legal or proven to be safe.

“We know that unfortunately adolescents have been easily able to import nicotine containing e-cigarettes and liquids after ordering online via websites, these new rules will mean these dangerous and addictive products will be stopped at the border before they get into kids hands.”

Professor Aranda added, “It has been alarming to observe the exponential growth in youth using e-cigarettes in countries like the USA and Canada, so we welcome the move to further restrict access to these addictive products in Australia. What we do not want to see is our next generation getting hooked on nicotine.”

While some organisations have marketed e-cigarettes as a tool for quitting smoking, emerging evidence has shown they are not effective.

“Claims about the benefits of e-cigarettes in driving down smoking prevalence have been shown to be false and there is growing evidence that e-cigarettes are an on-ramp to smoking for teenagers. We’re also seeing that many people who try to quit using e-cigarette often become dual users.”

“Evidence tell us that the most effective way to quit smoking is for smokers to get tailored behavioural support from a professional service such as Quitline and to use Therapeutic Goods Administration (TGA) approved smoking cessation medicines.

“There are already safe and proven cessation methods available that are legally and freely available in Australia and can be purchased at a subsidised rate with a prescription from a doctor,” Professor Aranda said.

Anyone wanting to quit smoking can call Quitline on 13 78 48. The service provides personalised, non-judgmental and empathetic support to help you quit.

ENDS

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