

## Briefing for APPG Heart Disease, APPG Smoking & Health & APPG Pharmacy

The sale of electronic cigarettes, also known as e-cigarettes or ENDS (electronic nicotine delivery systems) is becoming more prevalent.

Public health professionals and pharmacists are divided on their opinion of the future of these products. However, despite the differences in opinion, there are some areas where all of the pharmacy organisations agree, based on the currently available evidence on the safety and efficacy of e-cigarettes when sold from a community pharmacy.

Pharmacy Organisations, including Pharmacy Voice<sup>1</sup> and RPS<sup>2</sup>, believe that:

- Pharmacists and community pharmacy teams play a key role in helping to reduce the considerable burden of harm that is associated with tobacco use.
- If a Nicotine Replacement Therapy (NRT) product is considered the best option for a person attempting to quit or reduce their smoking then pharmacists should encourage the use of licensed products.
- The Medicines and Healthcare products Regulatory Agency's should swiftly develop suitable processes for licensing these devices. Licensing will help to regulate these products to ensure that the safety, effectiveness and reliability are maintained.
- Greater regulation is required to standardise these devices and provide greater assurances for patients and the public.
- The current evidence relating to e-cigarettes is not sufficient in some areas, and therefore further research is required before therapeutic claims can be made in relation to these devices. All pharmacy organisations believe that there should be further rigorous peer reviewed studies to support the safe and effective use of these devices.
- The sale of these products should reflect the recognised current cigarette market and should not be sold to under-18s. We would welcome further restrictions of the marketing, sale and promotion of these devices so that they are only targeted at current smokers.
- Pharmacy organisations are concerned that the marketing approaches used by some companies are a concern. All organisations support the approach to more rigorous rules on the marketing of these devices, and have made strong representations to the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising (BCAP) to introduce new rules for the advertising of e-cigarettes.
- Serious risks still exist concerning the accidental ingestion of cartridges by children. Packaging should be changed to help limit this risk.
- Further studies are required to understand the long-term effects of propylene glycol inhalation and the effects of secondhand vapour.
- Pharmacists advocate the prohibition of the use of these devices in public places to ensure that their use does not undermine smoking prevention and cessation by reinforcing the normalcy of cigarette use.
- Where a pharmacy owner decides to sell e-cigarettes, pharmacists should be free to exercise their clinical and professional judgment, as they would normally do in the exercise of their professional practice.

For further information, Pharmacy Voice, as a thought leader in this field, has created an evidence based review for our members and others who may be interested in the issue. This can be accessed via [http://www.pharmacyvoice.com/images/resources/Electronic\\_Cigarettes\\_Evidence\\_FINAL.pdf](http://www.pharmacyvoice.com/images/resources/Electronic_Cigarettes_Evidence_FINAL.pdf)

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<sup>1</sup> [http://www.pharmacyvoice.com/images/resources/PV\\_Position\\_Paper\\_e\\_cigarettes\\_May\\_Final.pdf](http://www.pharmacyvoice.com/images/resources/PV_Position_Paper_e_cigarettes_May_Final.pdf)

<sup>2</sup> <http://www.rpharms.com/promoting-pharmacy-pdfs/e-cigarettes-position-statement.pdf>