

10 VAPING TRUTHS

Misperceptions about vaping have never been higher and public trust in the proven stop smoking tool never lower. The UK Vaping Industry Association has put together this factsheet to cut through the misinformation, blow away the smoke and mirrors and make the truth about vaping clear.

- 1** Vaping poses a 'small fraction of the risks' of smoking – it is 'at least 95% less harmful' than combustible tobacco.
- [The Office for Health Improvement and Disparities \(OHID\), 2022](#)
- 2** More than 5.1 million adults in Great Britain have already used vaping to cut down on or stop smoking.
- [Action on Smoking and Health UK \(ASH\), 2024](#)
- 3** Nicotine e-cigarettes are amongst the most effective stop smoking aids available.
- [Cochrane Review, research by University of Oxford, 2023](#)
- 4** Almost 95% of adult vapers in Great Britain are former or current smokers – over half have been vaping for three years or more.
- [Action on Smoking and Health UK\(ASH\), 2023](#)
- 5** There is 'no good evidence' that vaping causes cancer - nicotine DOES NOT cause by cancer.
- [Cancer Research UK, 2023](#)
- 6** Almost one third of surveyed vapers say they do so because it is 'cheaper than smoking'.
- [HMRC, 'Understanding the Vaping Market', 2023](#)
- 7** Flavours are critical for adult vapers and almost half (47%) prefer fruit options.
- [Action on Smoking and Health UK \(ASH\), 2023](#)
- 8** Vaping is NOT a proven gateway to smoking.
- [ASH UK, 'Addressing Common Myths About Vaping', 2023](#)
- 9** Legal vaping products DO NOT cause EVALI or popcorn lung - both are caused by chemicals which are banned for e-cigarettes in the UK.
- [Cancer Research UK, 2023](#)
- 10** A vape licensing scheme could generate £50m+ in annual, self-sustaining funding which could be used to empower Trading Standards.
- [Retail and Distributor Licensing Framework for the Vape Sector](#)