

ACT NOW TO STOP THE EU VAPE TAX



The European Commission is holding a public consultation into the taxation of tobacco and vaping products, ending on September 3. The Collective of EU Vaper Associations is issuing an urgent call to action to ask you, the consumer, to respond to the consultation. Vaping has helped more than 7.5 million Europeans to stop smoking and a further 9 million to cut down. If vaping is expensive smokers will not switch and vapers will go back to smoking.

- Making vaping more expensive will keep people smoking
- Taxing vaping makes people think vaping is as harmful as smoking
- There is no case on principled or practical grounds to apply excise duties to vaping products
- The value to health and wellbeing associated with switching from smoking to vaping exceeds any benefits arising from revenue collection
- VAT is the only acceptable form of taxation on vaping products
- Taxing vaping products ultimately protects smoking
- Vape products are not tobacco products and do not belong in the Tobacco Excise Directive

Tell the EU what you think, respond to this consultation

Answering the consultation questionnaire:

1. The questionnaire is available in all the EU languages, select your language at the top right
2. Answer using your own words
3. If you don't know the answer to something please reply with "I don't know"
4. If you choose not to answer the questions on conventional tobacco products the questionnaire should only take around ten minutes
5. At the end there is an option to upload a document – responses carry more weight if they are more personal, so feel free to go into more detail. Tell your story!



More information is available on NNA UK's EU tax consultation 2018 resources page:
novapetax.uk

Visit novapetax.uk to find out more