

What are the limits on advertising vapour products?

Retailers in B.C. cannot sell, display, advertise or promote tobacco or vapour products (including related accessories) to youth.

What are vapour products?

A vapour product is an e-cigarette, an e-substance or a cartridge for, or a component of, an e-cigarette:

- An e-cigarette is a product or device that contains an electronic or battery-powered heating element capable of vaporizing an e-substance for inhalation.
- An e-substance is a solid, liquid or gas that, when heated, produces a vapour for use in an e-cigarette.

If you sell an e-cigarette, an e-substance or their components, then you must follow the standards set out by the [Tobacco and Vapour Products Control Act](#) and [Tobacco and Vapour Products Control Regulation](#).

Limits on displaying vapour products and accessories

If you sell vapour products in your store and only allow adults 19 years of age and older to enter (youth are not allowed inside of the store and the display of vapour products and accessories cannot be seen from outside the store), then within the store you can openly display vapour products and accessories that may be used with vapour products, such as batteries, cases, flavours and items promoting vaping. Items that promote brands of vapour products can also be displayed. However, please also check with the requirements set by your local or federal government.

If you sell vapour products and allow all ages to enter your store, then you cannot display vapour products. You also must restrict any advertisement or promotion of vapour products. This includes making sure:

- There are no signs, clothes, mugs, lighters and other accessories that display the name of a vapour product brand or manufacturer. This also includes any products that might have a design, symbol or graphic that would identify a vapour product brand or manufacturer.
- There are no products displayed (e.g. pipes, cases, batteries, flavours) whose *primary purpose* is vapour product related. It is not enough to say that the flavours could also be used in other ways than vaping. As a vapour product retailer, the primary purpose of the flavouring is related to vapour products so it cannot be displayed. You may continue to sell these products to your adult customers.

In your store, you may have up to 3 signs that inform customers about the kinds (but not the brands) of vapour products that are sold, but these signs must be quite basic. Text must be black and small in size, printed on a white letter-size sheet of paper. More information can be found in section 4.32 of the [Tobacco and Vapour Product Control Regulation](#).

If you have specific questions or want to ensure you are compliant with the provincial requirements, please contact your **local health authority**. Health authority enforcement officers work with retailers in their communities to help ensure retailers are compliant with the legislation.

For information on the sections of the legislation related to display or promotion of tobacco and vapour products, please refer to s. 2.4 of the [Tobacco and Vapour Products Control Act](#) and s. 4.31 of the [Tobacco and Vapour Products Control Regulation](#).

Please note that your local government or the federal government may have additional requirements that must be met. The above information speaks only to the requirements set by the Province of British Columbia.