



September 29, 2023

Notice for Vapour Product Retailers in British Columbia – to protect youth, the sale of flavoured vapour products is prohibited in all-ages stores. Retailers can sell flavoured vapour products from 19+ stores only.

This notice aims to provide clarity on requirements under [Section 7](#) of the [E-Substances Regulation](#) (ESR) which prohibits the sale of flavoured vapour products in stores where minors are permitted. Only vapour products that taste or smell of tobacco can be sold at stores where minors are permitted. No other flavours are allowed.

The “store within a store” model, which creates an age-restricted section in an otherwise all-ages store to sell flavoured vapour products is not permitted as it contravenes Section 7 of the ESR. Under the ESR, retailers can sell flavoured vapour products from 19+ stores only.

The ESR authorizes only one sales premise per address. The sales premise includes the building structure associated with that address. **A sales premise either permits minors or it does not permit minors.** The ESR does not authorize the creation of a minors restricted sales premises within a sales premise to which minors are permitted access.

Retailers who are currently using the prohibited model will be granted a three-month transition period until January 1, 2024, to discontinue selling from a “store within a store”.

The Province expects retailers to make every effort to comply with vaping related regulations. Where warranted, Enforcement Officers are responsible for enforcing tobacco and vapour product legislation. Enforcement includes providing education and issuing warnings, orders, and tickets for non-compliance.

The actions taken by British Columbia to restrict the sale of flavoured vapour products, which can be attractive to youth, will have a positive effect in reducing vaping product use amongst young people.

Retailers are encouraged to regularly check the [provincial tobacco and vapour webpages](#) and applicable legislation for updates. Questions or comments may be directed to Vaping.Info@gov.bc.ca

Thank you,

The Tobacco and Vapour Products Control Program
Ministry of Health