E-cigarettes are the most common form of electronic nicotine delivery systems (ENDS) and electronic non-nicotine delivery systems (ENNDS). These systems heat a liquid to create aerosols that are inhaled by the user. So-called e-liquids typically contain varying amounts of nicotine and other additives, flavours and toxic substances. ENNDS essentially are the same as ENDS but the e-liquids used are marketed as nicotine-free; in practice, however, some products claiming to be nicotine-free have been found to contain nicotine. Evidence reveals that these products are harmful to the health of users and non-users who are exposed to the aerosols second-hand. They therefore should be monitored and regulated appropriately.

**KEY MESSAGES**

1. As of 2020, only two countries in the WHO European Region had banned ENDS/ENNDS: Turkey prohibits the import of ENDS (except for personal consumption) and Turkmenistan bans the sale of ENDS/ENNDS (1).

2. Most European countries allow the sale of ENDS/ENNDS but have adopted one or more measures either fully or partially to regulate them. These measures include: bans on the use of e-cigarettes in public indoor areas; bans on advertising, promotion and sponsorship; the application of graphic health warnings on packaging (Fig. 1); taxation (Fig. 2); age restrictions on sale; and flavouring bans or restrictions (Fig. 3) (Table 1).

3. Data on prevalence of ENDS use in the WHO European Region are available from national surveys, including population-based surveys of adults in 29 countries and school-based surveys of adolescents in 39 countries.

**FIG. 1. NUMBER OF WHO EUROPEAN REGION COUNTRIES WITH FULL, PARTIAL OR NO REGULATION OF ENDS APPLIED TO SELECTED TOBACCO-CONTROL MEASURES, 2020**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Full</th>
<th>Partial</th>
<th>None</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use in public indoor areas</td>
<td>13</td>
<td>35</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Health warnings</td>
<td>19</td>
<td>32</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Advertising, promotion, sponsorship</td>
<td>11</td>
<td>35</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>

**FIG. 2. NUMBER OF COUNTRIES APPLYING EXCISE TAX ON ENDS E-LIQUIDS (CLOSED SYSTEMS* AND OPEN SYSTEMS†), 2020**

- Closed systems are not meant to be modified and use pre-filled cartridges or pods, or come pre-filled, as in the case of disposable ENDS.
- Open systems have refillable tanks and can be modified.

<table>
<thead>
<tr>
<th>Taxation</th>
<th>No</th>
<th>Yes</th>
<th>No data available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed systems</td>
<td>14</td>
<td>23</td>
<td>1</td>
</tr>
<tr>
<td>Open systems</td>
<td>20</td>
<td>24</td>
<td>3</td>
</tr>
</tbody>
</table>

**FIG. 3. NUMBER OF COUNTRIES APPLYING REGULATIONS TO FLAVOURS USED IN ENDS, 2020**

- Not regulated
- Some specific flavours are allowed
- Some specific flavours are banned
- All flavours are banned
- Not applicable

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**REFERENCE**

### WHAT SHOULD BE DONE?

- New and emerging products, including e-cigarettes, should be included in a comprehensive approach to tobacco control.
- E-cigarette use among adults and adolescents should routinely be incorporated into nationally representative surveys that ensure data are disaggregated by age and sex.
- Measures should be applied to ban e-cigarette use in public indoor places, require health warnings and prohibit e-cigarette advertising, promotion and sponsorship.
- Prohibition of the sale of e-cigarettes that the user can modify (either its features or e-liquid ingredients) should be considered.
- Flavours should be banned to reduce the appeal of e-cigarettes to children and adolescents.
- Taxes should be applied to these products in line with national standards to prevent uptake, particularly among children and adolescents.