

Canadian Regulations on Vape Marketing to Youth - Adapted from the Vaping Products Promotion Regulations*

- **No Youth Exposure:**



Vaping ads cannot be seen or heard by young people, including in public spaces, media or online.

- **Who's Affected:**



These rules apply to manufacturers, retailers, and advertisers, including social media influencers.

- **Online Ads:**



Online ads must be restricted to prevent youth access, with strong age verification systems in place.

- **Health Warnings:**



All allowed ads must include a health warning, except for point-of-sale signs.

- **Permitted Ads:**



Ads directed at adults (e.g., in specific publications or requested by adults in-store) are allowed, along with signs showing price and availability at retail locations.

*(2021, July 14). Vaping Products Promotion Regulations: Information Sheet. Government of Canada. Retrieved April 8, 2025, from <https://www.canada.ca/en/health-canada/services/smoking-tobacco/vaping/product-safety-regulation/vaping-products-promotion-regulations-information-sheet.html>