



For Immediate Release

21 March 2024

Media Statement - from the fields Pharmaceutical

Leading Australian therapeutic provider welcomes Federal legislation to eradicate vaping black market & drive smoking cessation

The lead provider of Australian standard therapeutic nicotine vape products (NVPs) has welcomed the Albanese Government's legislation to drive further reforms around smoking cessation.

from the fields Pharmaceutical CEO Wilhelm David said introduced federal legislation can tackle our illicit black vape market and underpin Australian quality standard therapeutic vape product.

Mr David said the Federal Health Minister, Mark Butler, has today presented the *Therapeutic Goods and Other Legislation Amendment (Vaping Reforms) Bill 2024* into the Federal Parliament.

He said the Minister's proactive steps can underpin the sustainability of the medical prescription and pharmacy distribution model for NVPs, and the legitimate role therapeutic vapes can play to future reduce Australian smoking rates to 5% by 2030.

"This federal bill is a vital step to ensure that the proliferation of illicit vape product on the black market is tackled, and community consumption of nicotine and effectively addressed," Mr David said.

"This is welcome, overdue public policy, which we support because these reforms more appropriately target the eradication of the illicit black market in vapes which has become a scourge.

"The legitimate therapeutic vape industry in Australia and its real contribution to improved public health outcomes has been unnecessarily squeezed by an out-of-control illegal black market for vapes.

"The legislation further ensures the role therapeutic vape product category can play in accelerating Australia's adult smoking cessation rates and better address one of our major public health impactors.

"We urge Federal MPs to support the bill into law to underpin the medical prescription and pharmacy distributed vaping model that is increasingly being positively viewed by international jurisdictions."

Mr David said there needed to be a far more pragmatic approach taken by both medical practitioners and pharmacies towards effectively communicating with their patients on smoking cessation options.

"Many Australians looking to quit smoking remain unaware how to obtain legal nicotine vaping product and there is a role for both industry and government to play here," Mr David said.

"We argue well-funded, but effective public information campaigns are vital across both Federal and State jurisdictions and shouldn't be one-offs, as consumer awareness and understanding remains low.

"from the fields Pharmaceutical can support Australia's market transition away from illegal vapes and supply quality, regulated therapeutic product to genuine users and improve public health outcomes."

Further Details:

Simon Westaway - RoyceComm

M: 0401 994 627

E: simon.westaway@royce.com.au

Web: <https://ftfpharmaceutical.com/>