



MEDIA STATEMENT

28 November 2023

Australian quality vape manufacturer heralds Albanese Government health reform agenda but with revisions

A lead manufacturer of Australian standard therapeutic vape products says the Albanese Government's step changes for vaping is supported and can work with sensible policy tweaks.

from the fields Pharmaceutical CEO Wilhelm David welcomed the leadership by Federal Health Minister Mark Butler to drive holistic vaping reforms towards future implementation by all Australian governments.

Mr David said the vaping reform package underpinned Australia's innovative prescription and pharmacy distribution vaping model and would accelerate the reduction of future adult smoking rates to 5% by 2030.

He said therapeutic nicotine vaping products (NVPs) remained a lead, pragmatic solution for adult smoker cessation.

He added the Federal Government's backing of nicotine vaping products (NVPs) under a therapeutics goods framework can achieve success.

"We support this pragmatic solution for adult smoker cessation with NVPs under a therapeutic goods framework which these bold reforms can achieve with refinement," Mr David said.

"from the fields Pharmaceutical can ably support Australia's market transition and supply quality, regulated product through existing and emergent pharmacy distribution channels.

"But health policy success requires greater support by GPs to prescribe therapeutic product, ongoing transparency in the vaping black market and regulated vape product improvements around flavours, menthol concentrations and the role of disposable vapes in smoking cessation strategies.

"Whilst statements by the AMA in supporting these reforms are welcomed, it is now imperative many more community-based GPs are authorised and able to prescribe these therapeutic products.

"All governments need to support the role doctors and pharmacy distribution play in prescribing and selling approved, regulated therapeutic vape product over this near term. This is because the illicit black market for vapes, and its players continue to have a window to trade illegal product.

"Pockets of the medical and pharmacy community across Australia have been supporting the prescription model for over 2 years now and care needs to be taken that prescription use of therapeutic vape disposables, as well as therapeutic flavours, has been somehow wrong.

"19 per cent of all prescriptions written for pharmacy dispensing are disposable vapes and 1 in 2 prescriptions written are for flavoured products (non-tobacco/menthol).

"This is done by the medical and pharmacy community with considerable knowledge of the role therapeutic vaping products play in smoking cessation."

Mr David said over 80 per cent of Australian adults who vape use flavoured vapes and simple fruit flavours for the adult palette such as mango, blueberry and apple, along with mint and tobacco.

“We will continue to urge the TGA and the Federal Government to consider adopting a greater number of simple fruit, mint and tobacco flavours, at realistic percentages, and formulating the products with safe, quality ingredients that meet global leading emission standards.

“The TGA proposal for Menthol at 0.1% is extremely low for a smoker to transition to a therapeutic vape. In fact, the taste would be almost undetectable at this level. A more appropriate 1.5% - 2% concentration ceiling is recommended.

“People also require simple, easy-to-use therapeutic vape devices that don’t involve complicated instructions, recharging or liquids refilling. They include the elderly, the homeless, prisoners and people with disabilities who struggle with a complex vaping device,” Mr David said.

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