



MEDIA STATEMENT

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Australian quality vape manufacturer backs pragmatic approach to smoking cessation

A lead manufacturer of Australian standard therapeutic vaping products says the Albanese Government's vaping reforms should be backed with sensible regulatory tweaks to deliver stronger public health outcomes.

In its submission to the TGA's final consultation on future vaping reforms, from the field Pharmaceutical, said therapeutic nicotine vaping products (NVPs) were a leading, pragmatic solution for adult smoker cessation.

FTF Pharmaceutical CEO Wilhelm David said the early success and integrity of Australia's full prescription vaping model, would take a greater future role in driving adult smoking rates down to 5% by 2030 if the Federal Government's holistic reforms are adopted with some practical changes.

In backing the national policy direction towards therapeutic vaping including addressing the illicit black market and youth vaping levels, Mr David said FTF Pharmaceutical emphasised a 5-point support plan to help inform the TGA and all Australian governments to strike this balance.

The FTF plan included NVPs as an effective tool for quitting smoking, the medically accepted role for simple flavours and menthol in therapeutic vape product, use of disposables in cessation strategies, possessing adequate nicotine strength and that local companies can ably supply the future market.

"We support a pragmatic solution for adult smoker cessation with NVPs under a therapeutics goods framework," Mr David said.

"The key to this workable solution for vaping in Australia is preventing the black market, which in turn curtails youth access. This can sit alongside parallel laws and regulations being put in place that appropriately considers the benefits of approved NVPs for adult smokers.

"Flavours and Menthol already play key roles in successful smoking cessation among adults.

"Restricting therapeutic vapes with only two flavour options at low strength, as currently proposed by the TGA, will perversely deliver the opposite effect on adults seeking to quit.

"Currently over 80% of adults who use vapes use flavoured vapes. Simple fruit flavours for the adult palette, such as mango, blueberry and apple, along with mint and tobacco, now play a critical role in transitioning adult smokers off cigarettes and preventing these patients from relapsing.

"FTF Pharmaceutical recommends the proposed regulations on flavours be amended to provide the best-balanced approach around their quality manufacture and for optimal health outcomes.

"This includes adopting a greater number of simple fruit, mint and tobacco flavours, at realistic percentages, and formulating the products with multiple, individual, safe, quality ingredients, to best meet global leading emission standards.

“Currently the TGA proposal for Menthol at 0.1% is extremely low for a current menthol smoker to transition to a therapeutic vape. In fact, the taste would be almost undetectable at this level.

“We recommend increasing therapeutic menthol vape products to a more appropriate 1.5% - 2% concentration ceiling.

“Our FTF Pharmaceutical vape product is designed at 1.7%. We note the TGA’s intent to deter the menthol cooling or masking effect, however current, illicit black-market vape products which has instances up to 10% menthol, shouldn’t be the reference point for effective adult smoker cessation.

“We need to fully enable Australia’s therapeutic model to make it truly work. The role for single-use disposable therapeutic vaping products protects and enables some of our most at-risk population.

“These include the elderly, the remote and isolated, prisoners, homeless and those with physical and intellectual disabilities, who will struggle with a more complex vaping device requiring recharging.

“We believe there is a need within the community for simple, easy-to-use therapeutic vape devices that don’t involve complicated instructions, recharging or refilling of liquids.

“The TGA and our law makers need to look beyond what’s simply associated with the current low quality, illicit black-market trade in vapes, which is also about to be unilaterally overhauled,” he said.

On nicotine concentrations in therapeutic vapes, Mr David said authorised prescribing doctors were now managing the cessation pathway for many smokers off cigarettes with nicotine concentrated vape product to replace their daily nicotine intake before prescribing a future lower dose.

FTF Pharmaceutical also assured the TGA that its pharmacopeia grade manufacturing and therapeutic market presence can quickly address any supply side constraints should there be a major contraction or immediate regulatory change to product availability.

“We can effectively implement the TGO110 standards if proper enforcement and support is in place.

“Compliant therapeutic vaping companies, like FTF, only operating in the prescription model, have been severely impacted to date with only 2% of the available market, while the recreational & black market have enjoyed open access.

“Some time will need to be afforded to supporting companies to clear current TGO 110 stocks in the value chain,” Mr David said.

FTF Pharmaceutical products are only sold with a prescription from an Authorised Prescriber (AP), dispensed via pharmacies.

A copy of FTF Pharmaceutical’s latest submission to the TGA is available [here](#).

Further Details: **Simon Westaway** **Royce Communications**
M: 0401 994 627 **E: simon.westaway@royce.com.au**

More details at: <https://ftfpharmaceutical.com/>