



2 May 2023

**Media Statement - From the Fields Pharmaceutical**

**From the Fields Pharmaceutical supports & seeks urgency  
in Albanese Government's courageous vaping reform measures**

A leading independent manufacturer of Australian Standard nicotine vaping products (NVPs) has strongly welcomed the Albanese Government's commitment to major health reform of vaping.

From the Fields Pharmaceutical CEO, Wilhelm David, said the holistic \$234million reform package struck the right balance and elevated the role medically prescribed, pharmacy distributed vapes.

He said the prescription model for vapes could now play a greater, legitimised role in addressing Australia's major health challenge of excessive smoking rates.

"This is proactive, forward-thinking reform by the Federal Government, designed to improve both the nation's as well as so many fellow Australians overall health and well-being," Mr David said.

"We applaud Minister Butler for this balanced and yet equally courageous public health policy.

"Under the current TGA guidelines, the prescription model for vapes in Australia now needs to be supported by peak bodies, if genuine in seeking further smoking cessation across the nation.

"We ask for urgency by the Commonwealth, to get our States and Territories on with the job of enforcing retail bans of vapes, in what for too long has been a black market for wrong and poorly labelled product that's been too easy to access, in particular for our youth.

"Young people should not smoke or vape. Our 2.6 million adult smokers across Australia also need legitimised smoking cessation pathways.

"These collective vaping reforms can help achieve far better public health outcomes, especially if given the urgency and the collective all-of government backing.

"Australia's rightfully aspirational public health target of 5% adult smoking rates by year 2030 has taken a major leap forward today if these new vaping reforms are implemented."

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