

Red C surveyed vapers across Ireland and found that:

respectvapers

An overwhelming **96%** of vapers who are former smokers say that vaping helped them quit.

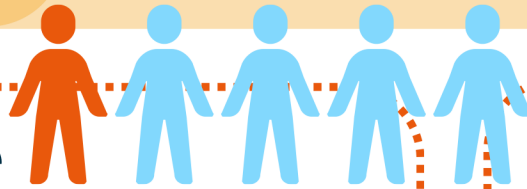
It's clear that vaping is a gateway **OUT** of smoking, **NOT** in.

Nearly **80%** of ex-smokers who vape say **flavours** helped them give up cigarettes.

94% of those who use rechargeable vapes say that flavours help them stay off cigarettes entirely.



One in five former smokers say they will go back to cigarettes if Ireland bans flavours.



A flavour ban could **INCREASE** smoking rates and have deadly results.



90% of vapers surveyed believe that an overall ban on flavours would create a black market for flavoured vapes.

HALF of those surveyed would source flavours from outside Ireland if a ban was introduced.

The most popular flavour is **FRUIT**

Ex-smokers want to move **AWAY** from tobacco, so why is the Government considering making it their only option?

#SaveFlavours

