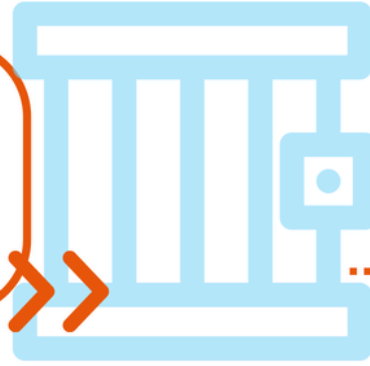


Red C surveyed vapers across Ireland and found that:

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



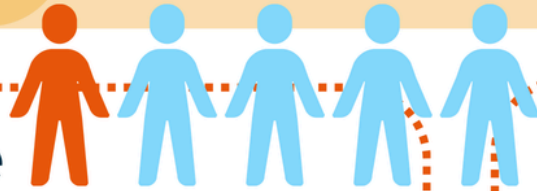
It's clear that vaping is a gateway **OUT** of smoking, **NOT** in.

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?

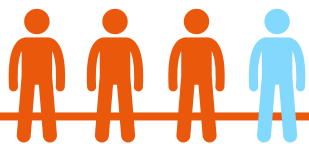
#SaveFlavours



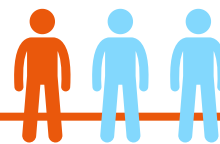


Red C conducted a survey about banning vape flavours and found:

A flavour ban will INCREASE smoking rates



3 out of **4**
say it will lead to
MORE YOUNG PEOPLE SMOKING



1 out of **3**
of vapers said they will go
BACK TO SMOKING
cigarettes if flavours are banned

CRIMINALS ARE THE WINNERS

HALF

will source
flavours illegally
online or abroad

92%

believe a flavour
ban will drive up
illicit trade



Fruit & Menthol Flavours Matter

73%

Fruit flavours help
of ex-smokers to
stay off cigarettes

Flavoured vapes
have helped **133,000**
vapers to quit
smoking



18⁺

BAN FLAVOURS THAT TARGET KIDS

57%

support a ban on
candy, dessert and
soft drink flavours

Don't take away the flavours
that keep people off cigarettes

SAVE LIVES, SAVE FLAVOURS