

NEWS RELEASE

MVA: 'Energy stick' nasal inhaler is not vape products

KUALA LUMPUR, 8 February 2024 – Malaysian Vapers Alliance (MVA), a local vape consumer advocacy group, today urge all parties to stop associating 'energy stick' nasal inhaler with vape products following news reports stating rise in use of the nasal inhaler among school children with linkage to drug use and vape products.

This call was made as there were confusion that links vape products to the nasal inhaler products.

Khairil Azizi Khairuddin, President of the Malaysian Vapers Alliance emphasised that there is no linkage between the two products which are totally different, "These are two different products. Facts state that nasal inhaler products contain oils, mint or camphor while vape e-liquids contain vegetable glycerin, propylene glycol, nicotine. Also the manner these two products used are totally different."

"Further, there are no studies to link use of nasal inhaler and vape products. Any parties stating the linkage are causing confusion with misinformation and we urge all parties to stop associating the 'energy stick' nasal inhaler with vape products to avoid confusion."

In addition, following the approval of the Control of Smoking Products for Public Health Bill 2023 in Parliament recently, the MVA urge the Ministry of Health to hold consultations with industry players and consumer bodies alike in developing regulations that will be introduced to regulate vape products.

MVA believes it is important that regulations need to take into consideration the current consumption pattern of adult vapers to prevent unintended consequences.

Khairil said, "We urge the Ministry to hold consultation sessions with all relevant parties to ensure the regulations are drafted appropriately. MVA is concerned that should regulations that are introduced are not aligned with consumer consumption pattern, the situation will push vapers to turn to unregulated products or more dangerously, cause ex-smokers to revert back to traditional cigarettes."

"Our call to the MoH is rooted in the belief that effective regulations must align with the actual habits of vape users. For example, our findings during interviews with 708 vapers last year indicate majority of vapers use e-liquids that contains up to 50mg nicotine concentration per milliliter. These statistics are important and need to be considered by the Ministry as setting a very low threshold of nicotine concentration in e-liquid may lead to consumers turning to unregulated products or ex-smokers reverting back to smoking cigarettes given majority of vapers in Malaysia are ex-smokers."

MVA also urges the Ministry to consider tobacco harm reduction approach which has shown success in Malaysia given majority of vapers in Malaysia are ex-smokers.

"Our findings last year indicates that 73.7% of vapers in Malaysia are ex-smokers and majority of them use vape because it is effective to help them to quit smoking traditional cigarettes. Therefore, it is crucial for the Ministry to look at the tobacco harm reduction approach seriously and come up with policies and regulations that are differentiated from traditional cigarettes to facilitate more smokers to switch to vape products."

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About the Malaysian Vapers Alliance

The Malaysian Vapers Alliance (MVA) is a nonprofit advocacy group that champions the use of vape products to help smokers quit. MVA's work is dedicated to empowering consumers and representing their interests in various legislative, policy making, and rule-making arenas.

MVA's Vaping in Malaysia: Consumer Insights and Behaviour

In July 2023, MVA embarked on a five-week tour to engage with Malaysian vapers to demystify common misperceptions on vape. Most importantly, MVA used the opportunity to learn about the consumption patterns of vapers as well as their views of key topics within the industry. The tour had a total of nine stops across Kuala Lumpur, Selangor, Melaka and Penang. MVA interacted with over 5,000 vapers and surveyed a total of 708 respondents. For more information on the findings, please visit <https://www.malaysianvapersalliance.com/updates.html>