

NEWS RELEASE

MVA: SCIENCE MUST AT THE CENTRE OF VAPE REGULATIONS

KUALA LUMPUR, 8 July 2022 – A local vape consumer association today urged the Government to develop vape regulations that are based on evidence and science, ahead of the upcoming parliamentary session, which is expected to underline regulations for the vape industry.

Malaysian Vapers Alliance (MVA), which champions the use of less harmful products such as vape to help smokers quit, made this statement to emphasise the importance of the drafting regulations that protect the safety of vape users, whilst offering quality, effective, less harmful alternatives to smoking.

Khairil Azizi Khairuddin, President of Malaysian Vapers Alliance said, “While the government has indicated a willingness to regulate the vape industry through requiring devices to be SIRIM-certified and taxes on vape liquids, regulations as a whole are lacking. Where health regulations are concerned, vape products are lumped together with cigarettes despite the fact that there are much fewer risks tied to vaping compared to smoking.”

“This is why MVA recommends the introduction of a specific regulatory framework for vaping that is differentiated from traditional tobacco and evidence-based. Regulations must strike a balance to ensure vaping products are available and accessible to smokers who want to switch to a less harmful alternative and ensure these products are not marketed or sold to those below the age of 18.”

In describing how regulations should be differentiated, Khairil shared that “in addition to ensuring easy accessibility of vape products to encourage smokers to switch from traditional cigarettes, regulations must also allow businesses to engage in promotional activities targeted at smokers, with the aim of educating them on the concept of harm reduction.”

In addition to developing a specific regulatory framework for vape, MVA also urged the Government to ensure pricing for vape products remained affordable.

Under Budget 2022, the government proposed a tax of RM1.20 per millilitre of vape liquid (nicotine and non-nicotine), which has yet to be implemented. MVA is of the view that the proposed excise duty is too high and will result in extremely high prices for vape liquids.

“This move will disincentivise vape users from using less harmful alternatives and will instead push them toward black market products. In the worst-case scenario, they may even revert back to using traditional cigarettes.”

“MVA recommends that the government maintain the existing excise duty of 40 sen per millilitre for non-nicotine vape liquid and expand this taxation framework to include nicotine liquids. This way, vape products will remain affordable to smokers who want to switch, while also providing the government with additional revenue,” he concluded.

End

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.