

# Ban on flavoured tobacco products and new requirements for e-cigarettes from 20 May 2016

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Since May 2016 the new Tobacco Products Directive (TPD) is applicable in the 28 EU Member States.

The Directive includes measures on e-cigarettes, flavourings, additives, packaging and more.

**Cigarettes and RYO (roll your own) tobacco may no longer have flavours** such as menthol, vanilla or candy that mask the taste and smell of tobacco. For products with a market share higher than 3% (e.g. menthol), the ban will apply as of 2020.

Meanwhile, the new Directive **does not ban e-cigarettes but lays down new requirements regarding their safety, quality, packaging and labelling and monitoring and reporting:**

- Maximum nicotine concentrations and maximum volumes for cartridges, tanks and nicotine liquid containers have been set.
- They should be child-resistant and tamper proof and have a mechanism that ensures refilling without spillage.
- They should deliver the same amount of nicotine for puffs of the same strength and duration.
- Their ingredients must be of high purity.
- Packaging must include a list of all ingredients contained in the product, information on the product's nicotine content and a leaflet setting out instructions for use and information on adverse effects, risk groups and addictiveness and toxicity.
- Mandatory health warnings should advise consumers that e-cigarettes contain nicotine and should not be used by non-smokers.
- Promotional elements are not allowed and cross-border advertising and promotion are prohibited.
- E-cigarette manufacturers must notify Member States of all products they place on the market and report annually to them on sales volumes, consumer preferences and trends.
- Member State authorities must monitor the market for any evidence that e-cigarettes lead to nicotine addiction or to tobacco consumption, especially in young people and non-smokers.
- The Commission will also report to the European Parliament and the Council the developments on e-cigarettes after five years.

Other elements of this new legislation:

- Combined health warnings (picture and text) must cover 65% of the front and back of cigarette and roll-your-own tobacco packages,
- Minimum dimensions for warnings and elimination of small packages for certain tobacco products,
- Prohibition of all promotional and misleading elements on tobacco products,
- Introduction EU-wide tracking and tracing to combat illicit trade of tobacco products,
- Member States are allowed to prohibit internet sales of tobacco and related products,
- Safety and quality requirements for /consumer electronic cigarettes, and
- Obligation for manufacturers to notify novel tobacco products before placing them on the EU market.

Please see our [information sheet on tobacco products](#) at the Export Helpdesk for all legal references.

Further details may be found in the [EU Directorate General for Health and Consumers website](#).