



The Fed Est. 1919
Federation of Independent Retailers

The Vape Retailer's Manual

What every retailer needs to know about vapes



Vaping Done Right.



Discover **Vuse**

VISIT WWW.VAPERMARKET.CO.UK
OR CONTACT YOUR LOCAL BAT REPRESENTATIVE

FOR ADULT NICOTINE CONSUMERS ONLY.



This product is not risk-free and contains nicotine, which is addictive.
You should not use this product if you do not already use nicotine.

VERIFY *Based on independent third-party assessment of Vuse volume share in measured retail as of November 2024.



Single-use vape ban

As of June 1, 2025, it is illegal to sell single-use or disposable vapes. You must comply with the ban. Penalties vary between England, Wales, Northern Ireland and Scotland. They could include fines of £200 up to £5,000, stop notices, or even a prison sentence.

Legal vapes must meet all of the following requirements:

- Have a chamber, pod or tank you can refill using e-liquid you have bought separately.
- Have a rechargeable battery.
- Have a removable and replaceable coil or a removable and replaceable pod or cartridge in which the coil is encased.

Retailers must make sure that all vape products available for sale after the ban comes into effect on June 1 meet the requirements.

Any remaining disposable vapes must be:

- Removed from the shop floor.
- Clearly marked not for sale.
- Kept out of public view and staff access.



How to tell if a vape is compliant

Vapes which do not meet these requirements are not compliant and are illegal for sale. You may get fined or trading restrictions if you are found to be selling illegal vapes.

Characteristics of legal vapes

ONE



Have a chamber, pod or tank you can refill using e-liquid you have bought separately. The tank cannot hold more than 2ml liquid.

TWO



Have a rechargeable battery.

THREE



Have a removable and replaceable coil or a removable and replaceable pod or cartridge in which the coil is encased.

HELP COMBAT ILLICIT TRADE!

If you know a place is selling vapes to underage customers or selling illegal vapes, you can report them to Trading Standards.

ENGLAND AND WALES

Citizens Advice Consumer Service:
www.citizensadvice.org.uk/consumer/get-more-help/report-to-trading-standards

SCOTLAND

Advice Direct Scotland's
Consumer Service:
Freephone: 0808 164 6000
Website: www.consumeradvice.scot

NORTHERN IRELAND

Consumerline:
Telephone: 0300 123 6262
Website: www.nidirect.gov.uk/services/contact-consumerline-make-complaint-or-ask-advice

You can help do your bit by reporting illicit traders who may be selling to underage shoppers or illegal products.

FOUR



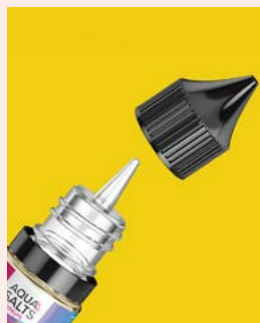
Nicotine-containing refill container cannot be more than 10ml.

FIVE



Maximum nicotine strength, 20mg/ml.

SIX



Has tamper-evident and child-resistant packaging

continued...

How to tell if a vape is compliant continued...

Characteristics of legal vapes

SEVEN



The following information must be included on the pack or an accompanying leaflet:

- Instructions for use and storage, including instructions for refilling where appropriate
- Contra-indications, warnings for specific risk groups and possible adverse effects, addictiveness and toxicity
- Contact details of the producer; also a contact within the UK if the producer is based outside the UK (this may be an EU contact for products supplied in Northern Ireland).

EIGHT



Packaging must have

- Prominent health warning in black text on a white background on front and back – “This product contains nicotine which is a highly addictive substance.”
- Ingredients list.
- Batch number.
- Recommendation to keep product out of reach of children.
- UKCA or EU CE Mark (for products approved before January 31, 2020).

Many thanks to Aquavape for images used in “Characteristics of legal vapes”

NINE



Packaging must not contain any offers or discounts. Product safety or health claims should also not be shown on the packs.

DO YOU KNOW?

Suppliers should only offer products which have been notified and published by the Medical and Healthcare products Regulatory Agency (MHRA).

It is an offence to supply vapes which are not published.

Check if the vapes you are selling are on the MHRA register:

www.cms.mhra.gov.uk/ecig-new



Selling vapes

It is illegal to sell vaping products to anyone under the age of 18.

Make sure you have clear policies in place for selling age-restricted products.

Train your staff on these policies and what to do if they suspect a customer is underaged or acting on behalf of someone else who is underaged when buying vapes or any age-restricted products.

If you are selling vapes online or through a delivery ordering service, you will need to have policies and processes in place for carrying out age checks before delivering the goods to a customer.

Marketing

Many retailers use social media to promote their products to customers. Vapes and refill containers cannot be promoted to the public on social media.

If you offer vaping products for sale on your website, you can only include factual product information such as ingredients, nicotine content and description of the components.

ADVERTISING STANDARDS AUTHORITY

Please visit the Advertising Standards Authority website for guidance on advertising vape products:

www.asa.org.uk/resource/electronic-cigarette-advertising-prohibition.html



Selling compliant vapes from June 1, 2025

Make sure your staff are familiar with the vape regulations.

Educate your staff on the legal vape products sold in your store so they can guide customers on their choice of legal vape products.

The Fed has a series of posters which you can display in your shop to let your customers know about the age restrictions for the sale of vape and the single-use vape ban. [Download the posters at www.thefedonline.com/news/posters-for-vape-retailers/](http://www.thefedonline.com/news/posters-for-vape-retailers/)

For retailers in Scotland, make sure you are on the Scottish Government's Register of Tobacco and Nicotine Vapour Product Retailers and that your details are up-to-date. Find out more at www.tobacco.epass.service.gov.scot

Ensure that you stock legally-compliant vapes

The Fed advises all members to buy from trusted and reputable

suppliers, established buying groups or wholesalers who have a website and national presence, have established cash and carry depots or delivery service.

- *Do not buy from salespeople who come into your shop with stock ready to sell there and then.*
- *Do not be tempted by cut price offers that are much lower than your trusted suppliers – if it sounds too good to be true, it probably is!*



Don't forget!

The Waste Electrical and Electronic Equipment (WEEE) regulations cover vapes too. Retailers must offer a recycling service for vapes and keep a record of all WEEE taken back for at least four years.

You must let your customers know in writing about the vape takeback service you provide. You can use this poster developed by the Office for Product Safety and Standards to let your customers know about your vape and WEEE takeback service.

Notes on taking back vapes:

1. The takeback service must be free of charge.
2. Your takeback service should cover vapes that offer the same functions as the vapes you sell in your store. This includes brands which you do not sell.
3. Your vape takeback service can take place on a "one for one" basis. You only need to take back a vape when a customer buys an equivalent vape from your store as per WEEE regulations.
4. You can refuse to accept illicit vapes. This is because they are not equivalent to the legally compliant vapes you sell.
5. Store vapes collected for recycling in a separate container and away from other EEE. Only keep them for a short period of time, in a place that is cool and dry, away from direct sunlight and windows.



COMPLIANT WASTE OPERATORS

You should arrange for a compliant waste operator to collect and recycle the vapes you have collected. You can find the register of operators who are WEEE compliant on the Environment Agency's website under WEEE approved compliance schemes.

www.gov.uk/government/publications/waste-electrical-and-electronic-equipment-weee-public-registers

Your vape supplier may offer a vape collection and recycling scheme. Ask if they offer any recycling bins and collection services.

Changes to vape regulations

The Tobacco and Vape Bill was introduced on November 5, 2024.

Before a Bill can be passed into law, it has to have three readings in the House of Commons and the House of Lords, respectively. Both Houses should agree to amendments to the Bill and it must receive Royal Assent before it becomes law.

The Bill makes provisions for:

- Generational smoking ban.
- Vaping regulations over flavour and packaging restrictions, advertising and sponsorship ban, and sale restrictions.
- Smoke-free and vape-free zones.
- Licensing schemes for retailers and product registration.
- Ban on disposable vapes from June 1, 2025, onwards.



The Tobacco and Vape Bill is currently progressing through the House of Lords.

As responsible retailers, the Fed is largely supportive of the Bill, however, there are some concerns that aspects of the Bill could increase demand for illicit products and lead to more violence and abuse towards shop workers who carry out age checks.

STAY IN THE KNOW

The Fed is engaging with the government to ensure that the concerns of our members are taken into consideration.

We provide regular updates about the Bill and any regulatory changes resulting from it.

Join our mailing list:

www.thefedonline.com/maillinglist





The Federation of Independent Retailers (the Fed)

Founded in 1919, the Federation of Independent Retailers supports almost 9,000 small businesses and independent retail stores across the UK and Ireland. We exist to help members run more sustainable and profitable businesses through a comprehensive package of practical help, regulatory updates, commercial support and exclusive deals.

The majority are in the convenience sector, which employs 437,000 people across the UK and generates £10bn in GVA for the UK economy. In addition to their economic contributions, the convenience shops run by our members are the backbone of their communities, providing a support network, acting as a social hub, raising funds for national and local charities and supporting grassroots sporting organisations.

As the voice of independent retailers, we engage with the sector and government to ensure that the views and key concerns of small businesses are considered when setting and implementing agenda, policy and regulations.



STAY UP TO DATE WITH THE LATEST NEWS, DEALS AND OFFERS FROM THE FED

For the latest news, deals and offers from the Fed.

www.thefedonline.com/maillinglist

Scan to join the Fed's mailing list



Membership pays for itself with Fed-exclusive deals

The Federation of Independent Retailers



The Federation of Independent Retailers supports around 9,000 independent retailers and small businesses to make money, save money and succeed!

Our practical help, commercial support and exclusive deals are designed to make a measurable difference to your business.

PRICING INTELLIGENCE

Free one year subscription to our partner's app to see what other retailers are paying and charging for over 350 products

CARD PROCESSING RATES AND TERMINAL RENTAL

3 months free terminal rental, preferential card processing rates and low fees. No joining fee

MASS SAVINGS WITH ENERGY BILL

Reduce your energy costs with a complimentary energy health check valued at £750

RUN YOUR BUSINESS WITH CONFIDENCE

Our Business Solutions Hub offers videos, guides, checklists for HR, business operations and legal templates.

From start to finish, the process was made simple and smooth. Both of my businesses will save thousands of pounds a year (£8,329 in total).

Ross Machpherson – Costcutter, Ayr

Scan to join the Fed



     [thefedonline.com](https://www.thefedonline.com)

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The Federation of Independent Retailers (the Fed) is the trading name of NFRN

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