

## *Responsible Vaping Case Studies*

*“My husband smoked from the age of 9. He attempted to quit a couple of times, but for different reasons, returned to cigarettes. Buying a vape at the age of 66 changed that. He didn’t look back.”*

*“I’ve noticed that the habits of ex-smokers who now vape don’t change dramatically when out socialising. They gather outside the venue to vape instead of smoking. Their choice means that what they are inhaling is less harmful.”*

*“For those looking to quit, flavours can play an important role. As the Government consults over flavours that may be favoured by children, it must remain mindful that flavour variety is a cessation support feature for many adults.”*

*“The work of the APPG for Responsible Vaping has never been more important. Three million vapers are ex-smokers, but there are still six million smokers to reach. Upcoming reforms must help to position vaping as a clear alternative for those looking to quit”.*

Mary Glindon MP, Vice-Chair of the APPG

*“Switching to vaping has made a real difference to my health. I smoked for nearly 40 years and tried everything to quit, including going cold turkey and using tablets from my doctor, but nothing worked long-term. The team at my local vape shop helped me find the right vape products for me, which finally enabled me to quit smoking for good. I’ve been vaping for 10 years now and feel my lung capacity has hugely improved, and the constant throat-clearing I used to experience as a smoker stopped almost immediately. If I contracted a cold, I would suffer from sinus and chest issues every time, this does not happen now.”*

Michelle, 64, Swindon

*“I gave up smoking for vaping in 2019 after many years of trying with nicotine gums and patches and failing. I still felt like I was smoking and this, along, with the benefits of not actually smoking was of a huge draw to me. I also feel that since I started vaping my asthma has improved greatly and not having to use my inhaler hardly at all. There is also the added benefit of not smelling of smoke all the time and being able to taste food again!”*

Sian, 57, Swansea