

**State Tobacco Monopoly Administration
State Administration for Market Regulation**

Circular

No. 1 of 2019

Circular on Further Protection of Minors from Harm of E-cigarettes

November 1, 2019

On August 28, 2018, the State Administration for Market Regulation and State Tobacco Monopoly Administration issued Circular on Ban on Selling E-cigarettes to Minors (No. 26 Circular of 2018 by the State Administration for Market Regulation and State Tobacco Monopoly Administration, hereinafter referred to as the 2018 Circular). Since release of the 2018 Circular, public awareness on jointly protecting minors from harm of e-cigarettes improved, and direct promotion and sale of e-cigarettes to minors reduced. But minors continue to learn about, purchase and use e-cigarettes through the Internet. There are even e-cigarette companies that pursue economic returns only, and advertise, promote and sell e-cigarettes recklessly on the Internet, posing great threat to the physical and mental health of minors. To further protect minors from harm of e-cigarettes, we hereby issue the following notice on a few issues:

E-cigarettes, as a supplement to conventional tobacco products such as cigarettes, have considerable inherent safety and health risks. They range widely in choice of raw materials, use of additives, design and quality control, and some products have quality and safety hazards such as e-liquid leakage, poor battery, and unsafe added ingredients. According to provisions of the Law of the People's Republic of China on Protection of Minors, to strengthen protection of the physical and mental health of minors, no market player shall be allowed to sell e-cigarettes to minors. All organizations and individuals should dissuade and stop conduct of selling e-cigarettes to minors.

In addition, to further improve protection of the physical and mental health of minors, and prevent minors from purchasing online and using e-cigarettes, we urge e-cigarette producers, sellers and individuals, effective from issuance of this Notice, to promptly close e-cigarette online selling websites or user end Apps; online selling platforms to promptly close e-cigarette stores, and remove e-cigarette products promptly from selling; and e-cigarette producers, sellers and individuals to withdraw e-cigarette advertisements published online.

State tobacco monopoly and market regulation authorities at various levels should publicize, implement and enforce this Circular, to protect minors from the harm of e-cigarettes. Tobacco monopoly authorities should increase market regulation of e-cigarettes, monitor, dissuade and stop promotion and selling of e-cigarettes online, and persecute various offenses or notify relevant authorities according to law.

Please pay attention to this Circular.

Unofficial Translation

Related link: [Interpretation of the Notice on Further Protection of Minors from Harm of E-cigarettes](#)

State Tobacco Monopoly Administration

State Administration for Market Regulation

October 30, 2019