

Good Evening Madame Chair and Committee Members,

Many of you may remember me from Bill 60, my name is Shai Sinnis and I am on the Board of Directors for The Canadian Vaping Association or CVA. The CVA is a national not for profit organization seeking fair and equitable legislation for the Canadian Vaping Industry at whole. We represent 300 companies across Canada managing Government relations, media relations via practical strategies and working alongside Government Officials. We have been fortunate enough to work with the Ontario Provincial Government as well as British Columbia.

Today I am not here before you as The End Vapor Shop which is my personal company that represents both Colchester and Pictou Counties. I am here on behalf of the stakeholders of Nova Scotia. I am here before you as the industry and I am here before you asking for a moment of your time and appreciation for the electronic cigarette industry.

We would first like to thank the Government for an innovative bill. We appreciate you awaiting Federal Legislation with respect to personal vaporizers. We are vigorously anti-tobacco, we implore you to follow through with the changes proposed within this bill.

However, as you all know Nova Scotia Stakeholders attended a consultation provided by Department of Health and Wellness, if I may, Madame Chair address the fact Mr. Maguire attended on behalf of The Government as well. I would also like to add we appreciate his receptive approach thus far in accordance with this industry.

During this consultation we expressed concerns about flavored e-liquid, in-turn this was addressed by waiting for Federal Government. We thank-you. We expressed concerned about

indoor promotion, in-turn this was addressed by waiting for Federal Government. We Thank-You. We expressed concern on the classification of this product, we asked for the word e-cigarette to be changed to personal vaporizers, we were asked to provide definition of the product in accordance to the re-classification and were in fact told this was understood completely, we have a negative stigma attached to this product because of the word 'cigarette' we as vapers, we as stakeholders don't use the term e-cigarette due to the fact we simply dislike cigarettes and the judgement placed upon us when using this term. This simple change was not addressed, we were not even given the chance to have this voted upon at committee. I ask for this to be addressed, Madame Chair and committee.

To bring us to the largest issue. Indoor Promotion, we appreciate the fact we do not have to hide our products in our adult only stores designed for vapers. However, we expressed our extreme concern on indoor vaping inside a designated vape shop which as we know is strictly adult only. We were told it would not be enforced Madame Chair. We were told that enforcement would strictly be upon sales to minors, admittance to minors and outside promotion. Why is this not being addressed in Bill 90?

Let me elaborate on the importance of indoor vaping in a designated vape shop. As a business owner I see a plethora of people within my locations a day, our general customer base is made up of adults ranging from 40-70 years old. If I can not properly educate on how to use this product, if I can not properly educate on battery safety with this product, if I can not properly educate on the process of vaping with this product several things are at risk. The safety of the user, the effectiveness of this product and furthermore it will ultimately force this heavily self-regulated industry underground to an online black market in which is impossible to control. Online is cheaper, there is no overhead. you also do not know what you are buying. This

concerns me greatly.

The products in our stores are known, we have a one on one with the customer to ensure they understand the product and how to use it to support them and make them feel comfortable as they take their first step against tobacco. When a tobacco user enters our stores for their first time to purchase a starter kit at least 30 minutes is set aside just to show them how to use it. This isn't like a fool proof cigarette where you light one end and carry on there are several things you must know.

To use an analogy if I must, Madame Chair. Public Consumption of alcohol is illegal, so we have designated bars, clubs, pubs where adults can walk into an adult establishment to purchase and consume alcohol. This does not entice children.

An adult can walk into our stores we can hand them the product and hope that a 65 year old lady can use Youtube. Where is the rationale in that. There are no written instructions on this and to be frank if there were it would be a fail. 'Please drip 3 drops of e-liquid onto the atomizer which looks like a round thingy with a hole in it to saturate the coil and wick then tip the tank and avoid the tube thing then twist the bottom part into the top part' Any stakeholder sitting here today can relate when I say explaining 'hit the button 5 times fast to turn the device on or off' is hard enough.

I understand this sounds like a foreign language to you all, and this makes my point. I am not asking for a place to recreationally use my personal vaporizer. I am asking for the right to educate my customers on the product they are buying. We don't buy shoes without trying them on and with the evolving industry we don't buy devices without trying them on to ensure they meet our needs when making the proper switch from combustible tobacco to personal

vaporizers.

It takes approximately 1 hour for a first time customer to get set-up. We find out their habits, we show them the products, we allow them to try the product, once they choose we take the 20-30 minutes on educating them on how to properly use the product.

Although it was said indoor vaping inside of our establishments would not be enforced, Madame Chair. I ask for this to be in writing. At this point we as stakeholders will be forced to break the law in the name of safety for our consumers and ultimately be fined for ensuring their safety.

I would like to express that we totally agree with smoke free places in public but please don't force us to break a law to educate our consumers. How can we morally send our consumers away on a guess?

To quote the Lung Association from the publication of your flavor consultation:

Bill 60 – E-Cigarettes and Tobacco Summary:

The Lung Association of Nova Scotia said there are key differences between cigarettes and e-cigarettes. Cigarettes contain tobacco, have robust evidence as to their harms, are proven harmful, and smoking them kills. E-cigarettes do not contain tobacco, there is a lack of evidence about them, no harm proven, there may be a potential benefit, and they are recognized for harm reduction.

Recommendation: The Lung Association of Nova Scotia recommended that the issue of tobacco smoking and e-cigarette use be considered independently. To combine two fundamentally different products will skew the discussion and likely make intended outcomes more difficult to realize.

Recommendations: The Lung Association of Nova Scotia recommended that the Government of Nova Scotia ensure all legislation is based on evidence. Acknowledge the anecdotal evidence and potential public health benefit of e-cigarette technology. Stay focused on the goal to decrease the number of people smoking. Urge Health Canada to follow the Food and Drug Administration's lead or start now to proactively regulate e-cigarette content. Engage with and leverage our research community to study the e-cigarette issue. Use data to inform future public policy development. Lung Association of Nova Scotia fully supports the government's current e-cigarette regulations (Bill 60). Separate tobacco and e-cigarette legislation. The Lung Association of Nova Scotia urged the government not to impose further regulations on e-cigarettes, including flavoured e-juice, unless guided by evidence.

How much Anecdotal evidence is needed before you decided it's enough?

In Ontario during committee we heard from several health organizations that willfully said they do not oppose indoor promotion or use inside of an adult establishment designated to personal vaporizers. These organizations have been around for 99-105 years.

I ask you to please put this exemption in writing for us as stakeholders. Word is not enough Madame Chair. Each officer has their own perception of the law and in the best interest of consumers to receive proper education.

I also ask for a Mandatory Review in 2 years from today on Bill 60 & Bill 90. I feel as if there are things left unaddressed and for that reason I look forward to seeing you in the future.

Thank-You for giving me this opportunity to speak with you all today and I welcome your questions.