**Advice for retailers of e-cigarettes and nicotine-containing e-liquids**

This advice is issued by [MHRA](https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency) to help retailers to check e-cigarette and e-liquid products for compliance with the [Tobacco and Related Products Regulations 2016](http://www.legislation.gov.uk/uksi/2016/507/contents/made).

**Product requirements**

These apply to e-cigarettes (including rebuildable devices, those sold without nicotine content and components and replacement parts) and to e-liquids (refill containers for e-cigarettes):

* Maximum tank size of an e-cigarette, 2ml (when assembled if necessary)
* Maximum strength of nicotine-containing liquid if present, 20mg/ml nicotine
* Maximum volume of a nicotine-containing refill container, 10ml
* Tamper-evident and child-resistant packaging

**Labelling requirements**

On pack as sold (must be on bottle or device if no outer packaging):

* List of ingredients in nicotine-containing liquid, if present
* Indication of nicotine content and delivery per dose
* Batch number
* Recommendation to keep the product out of the reach of children
* Prominent health warning in black text on a white background on front and back - “This product contains nicotine which is a highly addictive substance”
* Prohibited on packs – offers and discounts, product safety / health claims

Unless all these details are included on the pack, an accompanying leaflet must include:

* 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)

**Exceptions where these are not required**

* Identical replacement parts where you and the consumer can clearly identify from the labelling the notified e-cigarette product for which the part is a replacement
* Parts such as battery units that do not come into contact with nicotine-containing liquid when in use
* A disposable e-cigarette or e-liquid product containing 0mg nicotine when sold

**Notification requirements**

Always check with your supplier that the products you are offered have been notified and published by the MHRA. You can verify this by checking our published lists of [notified products](https://cms.mhra.gov.uk/ecig), updated weekly. If a product is not included on our publication page the manufacturer or importer may not supply it to you. Supply of unpublished products is an offence.

**Are you a producer?**

You are a producer if you manufacture, import into the UK or add different branding to an e-cigarette or e-liquid product. Information for producers on product notification requirements is available [here](https://www.gov.uk/guidance/e-cigarettes-regulations-for-consumer-products).

**Product safety issues**

Side effects and safety concerns with e-cigarettes or e-liquids (refill containers) can be reported to MHRA through the [Yellow Card](https://yellowcard.mhra.gov.uk/) reporting system.

Products suspected to be defective or non-compliant to local Trading Standards or to [TPDsafety@mhra.gov.uk](mailto:TPDsafety@mhra.gov.uk).

Do feel free to pass this message on to consumers on your website and in your shop.

**Further advice**

More detailed information is available on our web [page](https://www.gov.uk/guidance/e-cigarettes-regulations-for-consumer-products) together with links to advice on other areas not the responsibility of MHRA such as advertising and cross-border selling.

Additional advice may be available from your local Trading Standards team or by contacting MHRA at [info@mhra.gov.uk](mailto:info@mhra.gov.uk).

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