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| **Publication:** | **Subject:** | **Length:** |
| CASP 2024 | CASP 2024: social media for PSA 5 (e-cigarettes) | word count: 600152 |

**Messages for consumers**

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| Images (please replace with the correct image/text) once created. | **Texts** |
|  | **For the image:**  #ProductGO  Keep vapes away from kids.  **Meta**  Child safety first! 🚭👶 Keep disposable e-cigarettes out of reach of children. Make sure your vape can’t be turned on accidentally by children.  Find out more about the main problems with disposables here. 🛡️  #ProductGo  🛈 LINK – could be to Safety Gate or to the CASP testing or to the final report for PSA 5  **Instagram**  Safety first: 🚫👶 E-cigarettes are made to look attractive and can be tempting to play with. Make sure vapes can’t be turned on accidently by children. Find out more about the main problems with disposable e-cigarettes here. 🛡️  #ProductGo  🛈 LINK – could be to Safety Gate or to the CASP testing or to the final report for PSA 5 |
|  | **For the image:**  #ProductGO  Know what you vape!  **Meta**  Put your health first. 🔍 Only buy disposable vapes that meet EU rules. 💪  Find out more about the main problems with disposables here.🛡️  #ProductGo  🛈 LINK – could be to Safety Gate or to the CASP testing or to the final report for PSA 5  **Instagram**  Vape safe! 🚭🔍 Before you take a puff of your disposable vape, check that nicotine levels meet EU rules. 💪  Find out more about the main problems with disposables here. 🛡️  #ProductGo  🛈 LINK – could be to Safety Gate or to the CASP testing or to the final report for PSA 5 |
|  | **For the image:**  #ProductGO  Check the label!  **Meta**  🔖 Always check the label on your disposable e-cigarette. If the product doesn’t have warnings in your language, don’t buy it. 🚫 Warnings are a legal requirement, and one failure can be accompanied by others.  Find out more about the main problems with disposable e-cigarettes here. 🛡️  #ProductGo  🛈 LINK – could be to Safety Gate or to the CASP testing or to the final report for PSA 5  **Instagram**  Make informed choices. If a disposable vape doesn’t have 🚫 warnings and other information in your language, don’t buy it. Warnings are a legal requirement, and one failure can be accompanied by others. 📋  Find out more about the main problems with disposables here. 🛡️  #ProductGo  🛈 LINK – could be to Safety Gate or to the CASP testing or to the final report for PSA 5 |
|  | **For the image:**  #ProductGO  Dispose of vapes responsibly.  **Meta**  EU rules allow you to return your disposable e-cigarette for free. Think green when your vape is finished. Recycle them responsibly and help protect our planet! 🌱  Find out more about the main problems with disposables here. 🛡️  🛈 LINK – could be to Safety Gate or to the CASP testing or to the final report for PSA 5  **Instagram**  Think green. 🌍 EU rules let you return your disposable e-cigarette for free. When you're done vaping, recycle responsibly to protect our planet! 🌱  Find out more about the main problems with disposables here. 🛡️  🛈 LINK – could be to Safety Gate or to the CASP testing or to the final report for PSA 5 |

**For economic operators**

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|  | **For the image:**  #ProductGO  Stay informed; stay compliant!  **LinkedIn**  As a manufacturer, distributor or retailer of disposable e-cigarettes it's essential to stay updated on product safety rules. Manufacturers can avoid withdrawals and recalls by following the rules. 🌍  Find out more  🛈 LINK – could be to the final report and factsheet for PSA 5 |