

# BAT marketing of VUSE/VYPE

A comparison of British American Tobacco's marketing of the Vype e Pen 3 and Vype ePod in Canada and elsewhere (January 2020 and 2021).

## Introduction

Since 2013, British American Tobacco (BAT) has manufactured vapour products under the brand name Vype and VUSE.<sup>1</sup>

BAT began marketing these products in Canada soon after it became legal to do so in May 2018. To date, it has sold four electronic vapour systems in Canada, of which two remained on sale in January 2021.

- The first products introduced in the summer of 2018 were the eStick and eTank Pro, both of which were withdrawn before January 2020.
- In September 2018, BAT introduced the ePen 3, and in January 2019 introduced the ePod. Both of these devices and the liquids designed for them remain on sale in Canada.
- In some provinces at least, BAT has now withdrawn the ePen 3 from Canada.<sup>2</sup>
- Between January 2020 and January 2021, BAT withdrew the sale of bottled liquids in Canada,

In 2020, BAT began migrating the brand name for these products from VYPE to VUSE, which had previously been the trademark name used only in the USA.<sup>3</sup>

The same products are offered for sale in several other countries. British American Tobacco and currently maintain official web-site for its VYPE/Vuse products in 17 countries (Belgium, Canada, Colombia, France, Germany, Guatemala, Ireland, Italy, Kuwait, Mexico, New Zealand, Poland, Saudi Arabia, Switzerland, United Arab Emirates, United Kingdom, United States of America). Since January 2020, it has opened new websites for the UAE and Saudi Arabia, opened and temporarily shut a web-site in the Netherlands and has shuttered the Hungarian web-site as a result of government regulations. The USA site sells only one product comparable to those sold in other countries, the VUSE ALTO (EPOD).

## Methods

A survey of these web-sites conducted in January 2020 and 2021 noted the availability and price of each of the Vype/Vuse branded products, including flavours and nicotine concentrations.

## Results

BAT markets its e-cigarettes differently in different markets. Canada is the country where it sells the greatest range of high-nicotine flavours and the greatest number of high-nicotine offerings.

BAT markets its e-cigarettes differently in Canada now than they did when the market first opened in 2018. They have withdrawn from the market the lower nicotine tank systems and the withdrawal of the EPEN3 from British Columbia suggests

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1 Vapour Products. Leading the growth of a new category. British American Tobacco. <https://www.bat.com/ecigarettes>.

2 Notice on Vuse website ([vuse.com/ca/en](http://vuse.com/ca/en)) for British Columbia, accessed January 5, 2021.

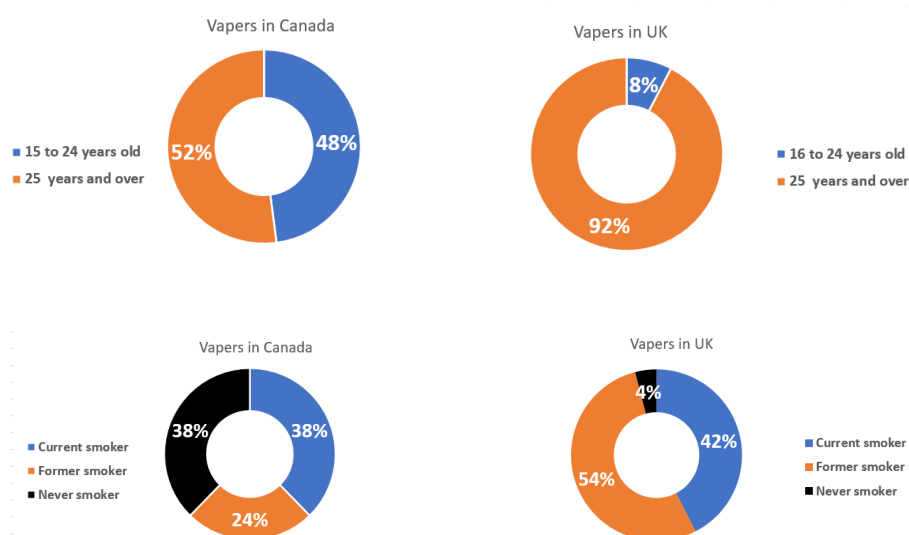
3 BAT Annual Report for 2019 financial year.

they are in the process of withdrawing the pod-devices that do not deliver the higher nicotine doses from this country. BAT has increased the number of higher nicotine products (those over 20 mg/ml) offered, from 24 nicotine-strength variants in 2020 to 47 in 2021 (representing from 33% of their product offerings to 58%) (Table 6)

The product marketed as VUSE EPOD in Canada is identical to the product marketed as VUSE ALTO in the USA. In the USA the product is sold with 3 flavours (Tobacco and Menthol where it is sold in Canada with 22 (Table 3). The same product is sold in 7 European countries (France, Germany, Ireland, Switzerland, UK, Belgium, Poland), with 5 to 12 flavours.

## Discussion

BAT has helped create a vaping market that is very different and much more harmful to public health than the one Health Canada envisaged when it began to promote e-cigarettes as a harm reduction tool.<sup>4</sup> In the UK, for example, fewer than 1 in 10 people who identify as current e-cigarette users are under 25, whereas in Canada only about half of those who have vaped in the past 30 days are. (CTNS, 2019). In the UK, about 1 in 20 vapers have never smoked cigarettes, but the proportion is 10 times greater in Canada. In Canada, half as many vapers are former smokers as is the case in the U.K. (The proportion of dual users is about the same).<sup>5,6</sup>



Differences in the products supplied by manufacturers and differences in the demand for those products between Canada and other countries explain why Canadian health regulators are giving higher priority to regulatory restrictions on flavourings and high-nicotine product offerings.

4 Health Canada. Seizing the Opportunity: The Future of Tobacco Control in Canada, 2017.

*"Harm reduction. The Government of Canada is considering how it can support people who use tobacco who are not ready or able to quit using all nicotine to reduce harms to their health. The proposed Tobacco and Vaping Product Act would allow adult smokers to legally choose vaping products, which expose them to fewer harmful chemicals than cigarettes. The federal government is considering whether and how it should take a more active role in encouraging adult smokers to switch to vaping products. This approach is already in place in the United Kingdom where a report published by the UK government states that encouraging people who cannot or do not want to stop smoking to switch to vaping products could help reduce smoking related disease, death and health inequities."*

5 United Kingdom. Office for National Statistics. E-cigarette use in Great Britain. Dataset. 2019.

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/drugusealcoholandsmoking/datasets/ecigaretteuseingreatbritain>

6 Physicians for a Smoke-Free Canada. The Canadian Tobacco & Nicotine Survey. 2020.

<http://smoke-free.ca/SUAP/2020/CTNS-results.pdf>

## Data tables and figures

- The products and the advertised prices in local currency for devices currently on sale is shown in Table 1.
- Table 2 identifies the URL of the BAT VYPE-VUSE websites in January 2020 and January 2021.
- Figure 1 compares the price of an ePod starter kit or device and liquids as advertised on the BAT web-sites.
- Figures 2 show the number and strength of flavours offerings for ePOD devices (a), and ePEN3 devices (b)
- Figures 3a, b, c show the number of flavour-strength concentrations offered for sale for the Epod (a), the ePEN3 (b) and the proportion of all product offerings by nicotine concentration (c).
- Table 3 shows the nicotine concentrations and flavours sold for ePOD devices
- Table 4 shows the nicotine concentrations and flavours sold for each ePEN3 devices.
- Table 5 shows the flavours and strengths of bottled liquids sold.

**Table 1: VYPE/VUSE Availability and Price of Starter Kits – local currency**

	\$ Unit	Year	Epen 3	ePen Pods	ePod	ePOD Pods	Other	Liquids (10 ml)
Belgium	EURO	2020	Price not stated		Price not stated		eTank (Price not stated)	
		2021	Price not stated		Price not stated		eTank (Price not stated)	
Canada	CAD	2020	8.99S	12	8.99S	12		
		2021	9.99D	13	14.99S 9.99D	13- 14		
Colombia	Peso	2020	50,000S	25,000				
		2021	20,000D	14,000	20,000D	20,000		
France	EURO	2020	9.99D	6.99	19.99S	6.90	eTank (35.50)	4-6.50
		2021	\$4.99S 4.99D	7.49	9.99S 4.99D	8.49	eTank (35.50)	4 – 5.90
Germany	EURO	2020	24.95S	6.95	29.95S	9.95	eTank (29.95)	5.95-6.95
		2021	24.95S	6.95	29.95S	9.95	eTank (29.95)	5.95
Guatemala	Quetzal	2020	199	49				
		2021	99	50 <sup>7</sup>				
Hungary	Florint	2020	6000	Price not stated			eTank mini (8000)	Price not stated
		2021			Web-site shut			
Ireland	EURO	2020			Web-site shut under maintenance			
		2021	10.00S	6.00	5.00 D	7.00		5 – 6
Italy	EURO	2020	23.90D	7.90				
		2021	18.00D	7.90				
Kuwait	Dinar	2020	9.00S	3			eTank (12.5)	2.5
		2021			8.00 D	3.00		
Mexico	Pesos	2020	460	120	599	150		
		2021	not sold	90 - 120	99 SK	120		
Netherlands	EURO	2020			Website not yet on line			
		2021			Website “temporarily shut down”			
New Zealand	NZD	2020	39.90S	19.90	49.99 S	19.99		
		2021	24.90D	19.90	34.99 D	19.99		
Poland	Zloty	2020			Website not accessible			
		2021	Price not stated		Price not stated			
Saudi Arabia	SAR	2020			Website not yet on line			
		2021			100	50		
Switzerland	CHF	2020	29.90S	6.90	39.90	9.90		6.90
		2021	29.90S	6.90	39.90S 19.90D	9.90		6.90
United Arab Emirates	AED	2020			Website not yet on line			
		2021			13S 100D	45.00		
United Kingdom	GBP	2020	9.99	5.49	14.99	5.99	eTank (19.99) e-stick (12.99)	3.99-4.50
		2021	4.99S 0.99D	5.49-5.99	9.99S 4.99 D	5.99	eTank	3.99-4.50
United States of America	USD	2020			14.48	13.49	Other products sold, but were unique to the USA market	
		2021			10.98S 0.99D	9.99		

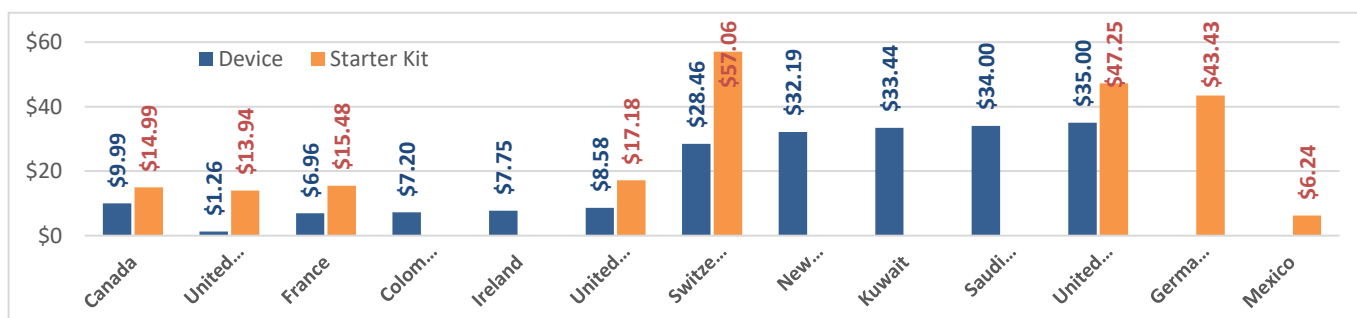
*S: Starter kit included some liquids; D: Device only, no liquids included*

7 BAT Guatemala web-site refers viewers to a private store, where prices are listed.

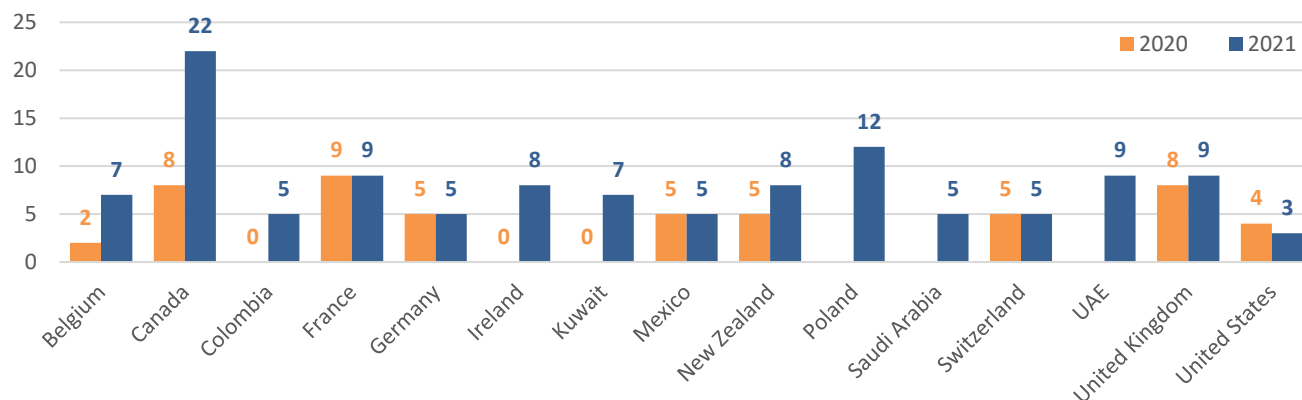
**Table 2: List of web-sites and information available on them on them: December 2020**

Country	Web-site URL January 2020	Website URL January 2021
Belgium	<a href="https://www.govype.com/be/be/">https://www.govype.com/be/be/</a>	<a href="https://www.govype.com/be/en/">https://www.govype.com/be/en/</a>
Canada	<a href="https://govype.ca/">https://govype.ca/</a>	<a href="https://www.vuse.com/ca/en/">https://www.vuse.com/ca/en/</a>
Colombia	<a href="https://www.govype.com/co/">https://www.govype.com/co/</a>	<a href="https://www.govype.com/co/es/">https://www.govype.com/co/es/</a>
France	<a href="https://www.govype.com/fr/">https://www.govype.com/fr/</a>	<a href="https://www.govype.com/fr/fr/">https://www.govype.com/fr/fr/</a>
Germany	<a href="https://www.govype.com/de/">https://www.govype.com/de/</a>	<a href="https://www.govype.com/de/de/">https://www.govype.com/de/de/</a>
Guatemala	<a href="http://govype.com.gt/">http://govype.com.gt/</a>	<a href="https://www.govype.com.gt/">https://www.govype.com.gt/</a>
Hungary	<a href="https://www.govype.com/hu/">https://www.govype.com/hu/</a>	<a href="https://mindenamivype.hu/">https://mindenamivype.hu/</a> - replacement
Ireland	<a href="https://www.govype.com/ie/">https://www.govype.com/ie/</a> - in maintenance	<a href="https://www.govype.com/ie/en/">https://www.govype.com/ie/en/</a>
Italy	<a href="https://www.govype.com/it/">https://www.govype.com/it/</a>	<a href="https://www.govype.com/it/it/">https://www.govype.com/it/it/</a>
Kuwait	<a href="https://www.govype.com/kw/">https://www.govype.com/kw/</a>	<a href="https://www.vuse.com/kw/en/">https://www.vuse.com/kw/en/</a>
Mexico	<a href="https://www.govype.mx/">https://www.govype.mx/</a>	<a href="https://www.govype.com/mx/es/">https://www.govype.com/mx/es/</a>
Netherlands	Not operating	<a href="https://www.govype.com/nl/nl/">https://www.govype.com/nl/nl/</a>
New Zealand	<a href="https://www.vype.co.nz/">https://www.vype.co.nz/</a>	<a href="https://vuse.co.nz/">https://vuse.co.nz/</a>
Poland	<a href="https://www.govype.com/pl/">https://www.govype.com/pl/</a> , but not accessible	<a href="https://www.govuse.pl/">https://www.govuse.pl/</a>
Saudi Arabia	Not operating	<a href="https://www.vuse.com/sa">https://www.vuse.com/sa</a>
Switzerland	<a href="https://www.govype.ch/">https://www.govype.ch/</a>	<a href="https://www.govype.ch/">https://www.govype.ch/</a>
United Arab Emirates	Not operating	<a href="https://www.vuse.com/ae/en/support">https://www.vuse.com/ae/en/support</a>
United Kingdom	<a href="https://www.govype.com/uk/">https://www.govype.com/uk/</a>	<a href="https://www.govype.com/gb/en/">https://www.govype.com/gb/en/</a>
United States	<a href="https://vusevapor.com">https://vusevapor.com</a>	<a href="https://vusevapor.com">https://vusevapor.com</a>

**Figure 1: Prices for ePod devices and/or starter kits, stated in equivalent Canadian dollars (standard exchange rate)**

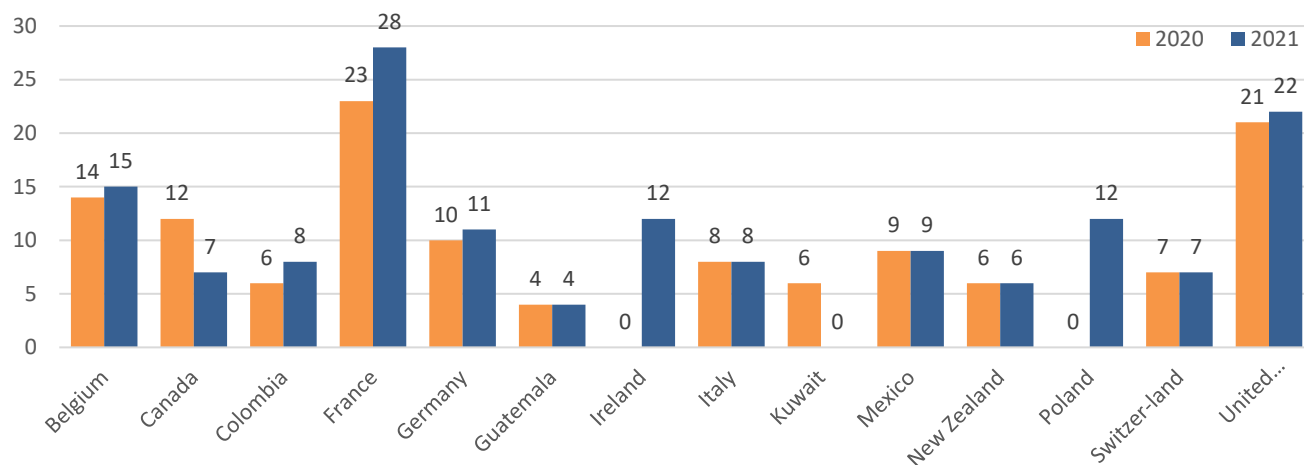


**Figure 2a: VYPE-VUSE EPOD: number of flavours offered for sale**



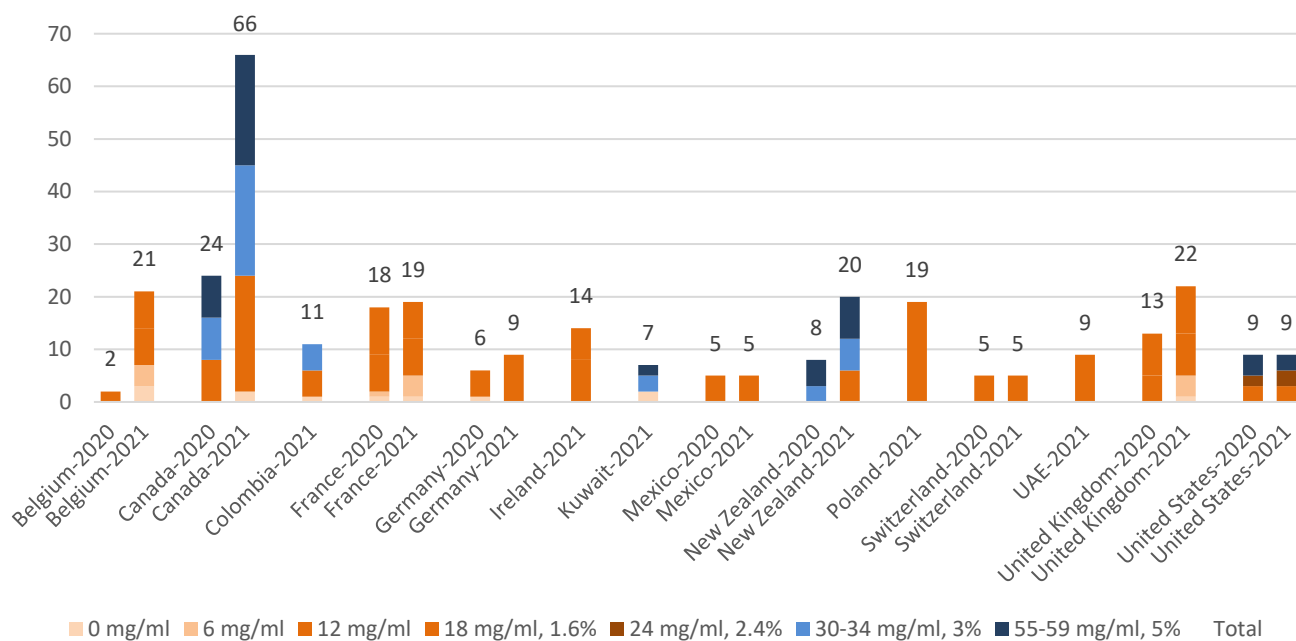
Data for Ireland and Poland for 2020 not accessible; Product not sold in Colombia, Kuwait, Saudi Arabia and UAE in 2020.

**Figure 2b: VYPE-VUSE EPEN: number of flavours offered for sale**

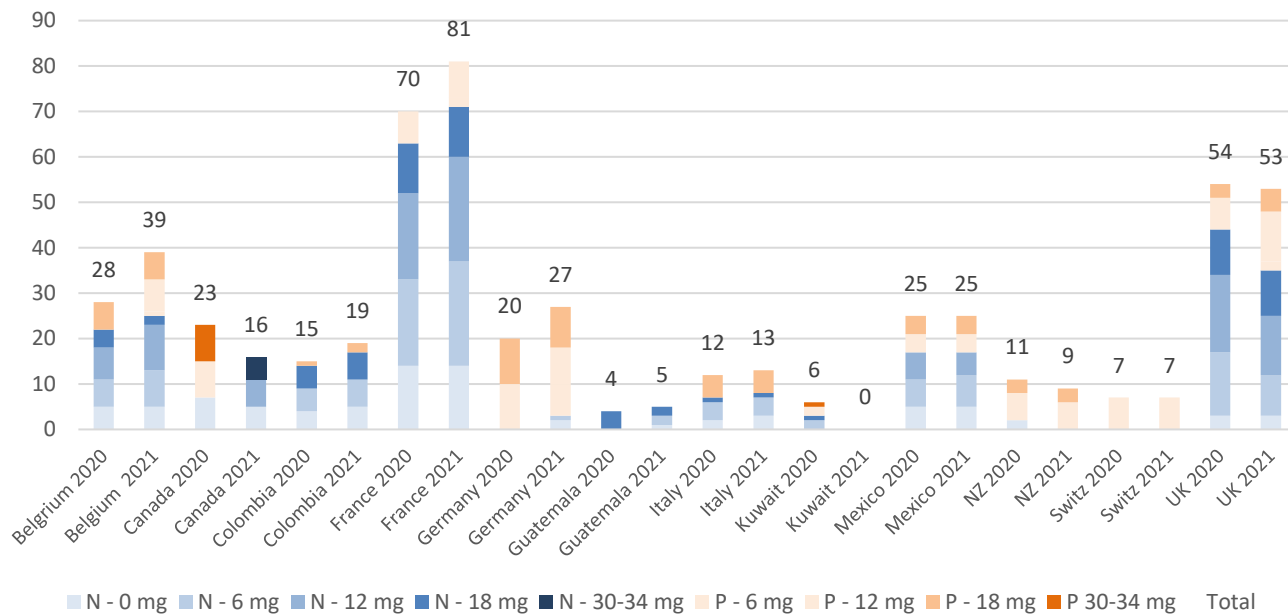


Data for Ireland and Poland for 2020 not accessible; Product not sold in Kuwait in 2021.

**Figure 3a: Number of flavoured cartridges options offered by BAT for the Vype-VUSE ePOD vaping device, by nicotine concentration (mg/ml). All options with nicotine are protonated (nicotine salts).**



**Figure 3b: Number of flavoured cartridges options offered by BAT for the Vype ePen 3 vaping device, by nicotine concentration (mg/ml). Protonated (P) and non-protonated (N) options.**



**Figure 3c: Nicotine strengths of all product offerings by BAT (ePen, ePOD, liquids), 2021**

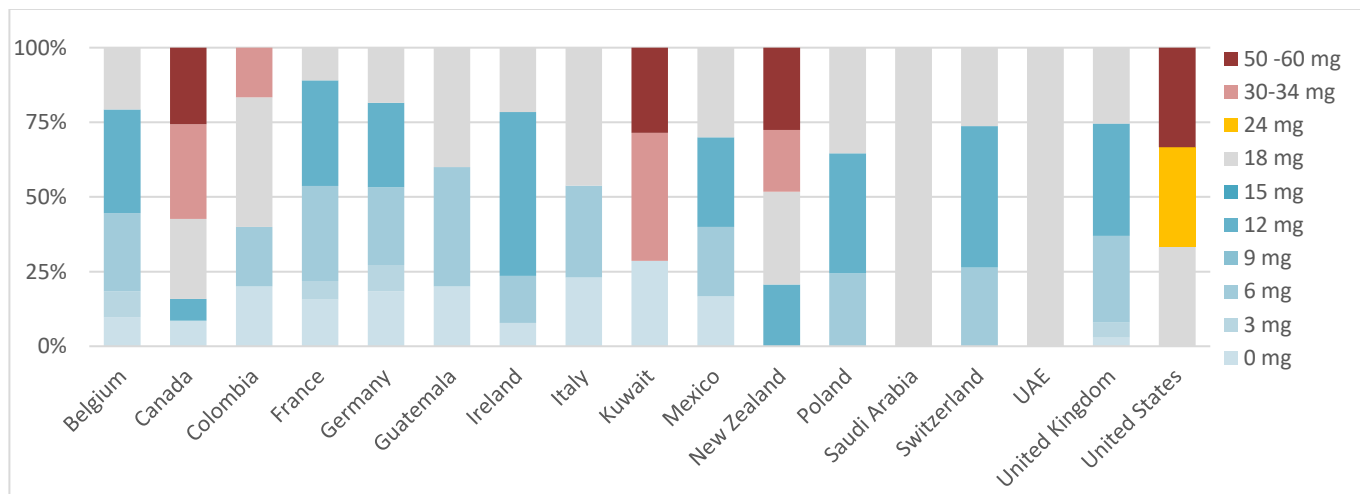


Table 3. Flavours and strengths of liquids for the e-POD as listed for sale on BAT’s Vype/Vuse web-sites. January 2020 and 2021

Device and Flavour	Belgium		Canada		Colombia	France		Germany		Ireland	Kuwait	Mexico	Mexico	New Zealand		Poland	Switzerland		UAE	United Kingdom		United States	
	2020	2021	2020	2021	2021	2020	2021	2020	2021	2021	2021	2020	2021	2020	2021	2021	2020	2021	2021	2020	2021	2020	2021
FLAVOURLESS																							
Clear				GIJ						I													
TOBACCO FLAVOURS																							
Golden Tobacco				AGIJ	GI	EG	EG	G	EG	EG		G	G	IJ	GIJ	EG	G	G	G	EG	EG		GHJ
Aromatic Tobacco				GIJ																			
Blond tobacco		EG																					
Smooth Tobacco				GIJ																			
Original																						HJ	
Master Blend																							
Rich Tobacco				GIJ																		GHJ	GHJ
Tobacco Marvel				GIJ																			
Tobacco Wonder	G																						
MINT-MENTHOL-COOLING																							
Chilled Mint/Menthe glaciale		ACEG				CEG		G	EG	EG										EG	CEG		
Crisp Mint															GIJ	EG			G				
Frozen Mint/Freeze Mint												G	G										
Creamy Mint		CEG								E						EG					CEG		
Crushed Mint	G																						
Smooth Mint				GIJ																			
Cool Peppermint				GIJ																			
Peppermint Tobacco										E						EG					CEG		
Polar Mint / Menthe glaciale			GIJ	AGIJ	GI	EG								IJ			G	G					
Ice caramalisée							CE																
Ice vert							CE																
Menthol																						GJ	GHJ
MELON																							
Watermelon				GIJ							A												
Crisp Watermelon															GIJ				G				
Honeydew Splash																							
Cucumber				GIJ																			
Cucumber mix/concombre fruitée							G								GIJ					G			
Cucumber Fizz																G							
Infused cucumber / concombre fruité			GIJ			G					J												
FRUIT																							
Apple combo																							
Berry				GIJ																			
Berry Blast			GIJ									G	G										
Very Berry	ACEG				GI			G	EG	EG				IJ			G	G		EG	ACEG		
Wild Berries / fusion fruits des bois						EG	CEG																
Mixed Berry																						GJ	
Lemon Berry				GIJ																			
Passionfruit (Fields)				GIJ											GIJ	G							
Forest Blueberry										A										G			
Blueberry				GIJ																			
Peach				GIJ																			
Just Mango	ACEG				AGI					EG				J			G	G					

Device and Flavour	Belgium		Canada		Colombia	France		Germany		Ireland	Kuwait	Mexico	Mexico	New Zealand		Poland	Switzerland		UAE	United Kingdom		United States	
	2020	2021	2020	2021	2021	2020	2021	2020	2021	2021	2021	2020	2021	2020	2021	2021	2020	2021	2021	2020	2021	2020	2021
Mango Wonder			GIJ																				
Simple Mango												G	G										
Blushed Mango											I				J	EG			G				
Mango				GIJ																G	EG		
Tropical Mango/Mangue tropicale						AEG	ACEG																
Wild Mango								AG	G														
Infused Orange																			G				
Blood Orange				GIJ	GIJ																		
Garden Strawberry		EG		GIJ						EG										EG	EG		
(Original) Strawberry					GOK						J					G			G				
Wild strawberry / fraise sauvage						EG	EG																
Wild berries																							
Dark Cherry															GIJ	EG			G				
Lychee (Orchard)					GIJ											G							
Pineapple Melon					GIJ																		
SPICE																							
Vanilla (Rich-, Infused-, Medley)		EG		GIJ	GIJ	GI	EG	EG	G	EG	EG	I	G	G	J	J	EG	G	G	G	EG	EG	
COCKTAIL																							
Tequila Sunrise /Téquila Fruitée						G	G									G				G	G		
Citrus Gin					GIJ																		
Fresh Snap																							

	Belgium		Canada		Columbia	France		Germany		Ireland	Kuwait	Mexico		New Zealand		Poland	Switzerland		UAE	United Kingdom		United States	
	2020	2021	2020	2021	2021	2020	2021	2020	2021	2021	2021	2020	2021	2020	2021	2021	2020	2021	2021	2020	2021	2020	2021
A = 0 mg		3		2	1	1	1	1			2										1		
B = 3 mg																							
C = 6 mg		4				1	4														4		
D = 9 mg																							
E = 12 mg, 1%		7				7	7		4	8						7				5	8		
F = 15 mg																							
G = 18 mg, 1.6%	2	7	8	22	5	9	7	5	5	6		5	5		6	12	5	5	9	8	9	3	3
H = 24 mg, 2.4%																						2	3
I = 30 to 34 mg, 3%			8	21	5						3			3	6								
J = 5o to 60 mg, 5%			8	21							2			5	8							4	3
Total flavour-nicotine variants	2	21	24	66	11	18	19	6	9	14	7	5	5	8	20	19	5	5	9	13	22	9	9
Flavourless				1							1												
Tobacco Flavours	1	1	1	4	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	2	2
Menthol-Mint-Cooling flavours	1	2	1	3	1	2	2	1	1	3		1	1	1	1	3	1	1	1	1	3	1	1
Melon flavours			1	2		1	1				2				2	1			1	1			
Fruit Flavours		3	4	10	2	3	3	2	2	3	3	2	2	2	3	5	2	2	5	3	3	1	
Spice flavours		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Cocktail Flavours				1		1	1									1				1	1		
Number of flavours	2	7	8	22	5	9	9	5	5	8	7	5	5	5	8	12	5	5	9	8	9	4	3



Table 4. Flavours and strengths of liquids for the ePEN3 liquids as listed for sale on BAT’s Vype/Vuse web-sites. January 2020 and 2021

	Belgium		Canada		Colombia		France		Germany		Guatemala		Ireland	Italy		Kuwait	Mexico		New Zealand		Poland	Switzerland		United Kingdom		
PROTONATED	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2021	2020	2021	2020	2020	2021	2020	2021	2021	2020	2021	2020	2021	
TOBACCO																										
Blond Tobacco	G																				EG					
Classic Tobacco /Classique Création			EI				E	E																		
Classique Sélection							E	E																		
Nutty Tobacco																					EG					
Master Blend		EG							EG	G			EG	G	G	C	EG	EG	EG				E	E	EG	EG
Rich Tobacco																						E	E	E	E	
Tobacco Wonder									EG	CEG																
MINT-MENTHOL-COOLING																										
Menthol Tobacco																										
Peppermint tobacco		CE											E	G	G						EG				CEG	
Chilled Mint	G																									
Creamy Mint																										
Freeze Mint/Menthe glacée								CE									EG	EG			EG					
Crisp Mint														G	G				EG	EG	EG	E	E			
Crushed Mint / Menthe Glacée		EG	EI				E		EG	CEG			EG											EG	EG	
Ice Alaska								CE																		
Just Mint													E								EG				CEG	
Fresh Spearmint																					EG					
SPICE																										
Infused Vanilla / Vanille Infusée		EG	EI				E	E	EG	CEG			E				EG	EG	E	E			E	E	E	E
Vanilla Medley	G																									
Smooth Vanilla																										
FRUIT																										
Baked Apple																										
Apple																										
Fresh Apple			EI										E								CEG	E	E			
Green Apple									EG	E																
Dark Cherry/Cerise noire		EG	EI				E	E	EG	CEG			E						E	E	CEG			E	E	
Just Mango		EG														I										
Classic Mango/Mango									EG	G				G	G								E	E		
Ripe Mango			EI																							
Blushed Mango																				E	EG					
Tropical Mango	G						E	E					E						E					E	E	
Peach																										
Classic Peach			EI		G	G			EG	CEG			E								CEG				E	
Garden Strawberry	G																									
Original Strawberry			EI			G			EG	CEG			E								CEG				E	
Very Berry	G																									
Wild berries / Fruits des bois		EG					E	E	EG	CEG			EG	G	G	C	EG	EG	EG	EG	CEG	E	E	EG	EG	
Protonated nicotine	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2021	2020	2021	2020	2020	2021	2020	2021	2021	2020	2021	2020	2021	
C = 6 mg		1						2		7						2					5				2	
D = 9 mg																									0	
E = 12 mg, 1%		7	8				7	8	10	8			11				4	4	6	6	12	7	7	7	11	
G = 18 mg, 1.6%	6	6			1	2			10	9			3	5	5		4	4	3	3	12			3	5	
I = 30 to 34 mg, 3%			8													1										
Total flavour-nicotine variants	6	14	16		1	2	7	10	20	24	0		14	5	5	3	8	8	9	9	29	7	7	10	18	
Number of flavours (salted)	6	7	8	0	11	2	7	8	10	10	0	0	11	5	5	3	4	4	6	6	12	7	7	7	11	

	Belgium		Canada		Colombia		France		Germany		Guatemala		Ireland	Italy		Kuwait	Mexico		New Zealand		Poland	Switzerland		United Kingdom	
UNPROTONATED	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2021	2020	2021	2020	2020	2021	2020	2021	2021	2020	2021	2020	2021
TOBACCO																									
Blended Tobacco/Classique	ACEG	ACEG			G	G	ACEG	ACEG		AC	G	G	AC	AC	AC									ACEG	ACEG
Golden Tobacco			A		CG	CG	ACEG	ACEG								G								CEG	CEG
Classic/Saveur Classique Création				E			ACEG	ACEG																	
MINT-MENTHOL-COOLING																									
Freeze Mint/Menthe glacée																	AE	AC							
Peppermint Tobacco															A										
Crisp Mint / Ice Vert / Crushed Mint	ACEG	ACE	A	AEI	ACG	ACG		CE			G	C	AC	C	C				A					ACEG	ACEG
Menthol / Menthe Fraîche							ACEG	ACEG																EG	
Mint Fusion																								EG	
SPICE																									
Vanilla / Infused Vanilla / Vanille infusée	ACEG	AC	A	AI			ACEG	ACEG							CG	CG								CEG	CEG
Smooth Vanilla / Vanilla Medley Vanille des Iles		CE					CE	CE																EG	EG
MELON AND FRUIT																									
Apple Mint	C	E																							
Apple / Fresh Apple / Apple Combo	ACE	ACE	A	AE	ACG	ACG					G	AC												CEG	EG
Pomme on the Rocks							ACEG	ACEG											CE						
Pomme Tatin							CE	CE																	
Pomme Verte							ACEG	ACEG																	
Iced Berry	E	E																							EG
Wild Berries/fruits des bois	ACEG	ACEG			ACG	ACG	ACEG	ACEG		A			AC	C	C		AC	AC						CEG	CEG
Iced Blackcurrent/ Cassis on ze Banquise	E	E					ACEG	ACEG																	
Crème à la Myrtille							CE	CE																	
Cerise sur le Glaçon							ACEG	ACEG																	
Cherry / Dark Cherry/Cerise Noire			A	EI			ACEG	ACEG			G	G	A			C	ACE	ACE	A					ACEG	ACEG
Honeydew Splash																	ACE	ACE						CE	
Mango				AEI										A	A										
Melon Esquimau							ACE	ACE																	C
Peach Whirl / Classic Peach / Peach			A	AE	AC	AC																		CE	
Peach Melba							ACE	ACE																	
Fusion Fraise Banane							CE	CE																	
Strawberry /Straw. Smash / Fraise Tonic			A			ACG	ACE	ACE								C								CE	CE
DESERT - COCKTAILS																									
Panna Cotta Coco		CE					CE	CE										CE						CE	CE
Apple Desert / Baked apple		CE																CE	CE					CE	EG
Fresh Snap																		ACE	ACE						
Green Snap																								CE	E
Scarlet Kick																								CE	
Tequila fruitée								CE																	
Scotch boisé								CE																	
Rum épice								CE																	
Not Protonated nicotine	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2021	2020	2021	2020	2020	2021	2020	2021	2021	2020	2021	2020	2021
A = 0 mg	5	5	7	5	4	5	14	14		2		1	4	2	3		5	5	2					3	3
C = 6 mg	6	8			5	6	19	23		1		2	3	4	4	2	6	7					14	9	
E = 12 mg, 1%	7	10		6			19	23									6	5					17	13	
G = 18 mg, 1.6%	4	2			5	6	11	11			4	2		1	1	1							10	10	
I = 30 to 34 mg, 3%				4																					
Total flavour-nicotine variants	22	25	7	15	14	17	63	71	0	3	4	5	7	7	8	3	17	17	2	0	0	0	0	44	35
Total flavours (not salted) – EPEN 3	8	11	7	7	6	7	19	23	0	2	4	4	4	5	6	3	7	7	2	0	0	0	0	17	14
Total flavours salted and not salted – EPEN 3	14	15	12	7	6	8	23	28	10	11	4	4	12	8	8	6	9	9	6	6	12	7	7	21	22

Table 5. Flavours and strengths of bottled liquids as listed for sale on BAT’s Vype/Vuse web-sites. January 2020 and 2021

	Belgium		Canada	France		Germany		Hungary	Ireland	Kuwait	POL	Switzerland		United Kingdom			
NOT PROTONATED	2020	2021	2020	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021		
FLAVOURLESS																	
	Vpure													CE	CE		
TOBACCO FLAVOUR																	
	Aromatic tobacco					CE	CE										
	Dark										CE			CEG	CEG		
	Blended Tobacco										CE			EG	CEG		
	Blond Tobacco/Saveur Blond		BCE		ACE	ACE					CE						
	Bright Tobacco							ABCEG	A	ACG							
	Caramel Tobacco		BCE													CEG	
	Golden Tobacco / Saveur doré			CG	ACE	CE											
	Mocha Tobacco		BCE	BCE							CE	CEG		BCEG	BCEG		
	Original Tobacco / Saveur classique		CE	CE		CE	CE			ACG	CEG		CE	CE			
	Rich tobacco			EG				BCEG									
	Roasted Tobacco / Toasté authentique				BCE	BCE	ACE	ACE									
	Saveur blond authentique				BCE	BCE											
	Smoky-leaf tobacco / Boisé authentique		BCE	BCE	BCE	BCE									CEG	CEG	
SPICE																	
	Anis					ACE											
	Infused Vanilla / Vanille Infusée			C	ACE	CE											
	Epices orientales					ACE											
MINT-MENTHOL-COOLING																	
	Mint (Cool-, Crisp-, Green-)		ABCE	ABCE	ACF	ACE	ACE	ABCE		ACG	CEG		CEG	CE	CE	CEG	CEG
	Menthol / Menthe Fraiche					ACE	ACE		ABCE								
	Mint Fusion							ABCE	A								
	Menthol Tobacco							ABCE									
FRUIT-MELON																	
	Apple (Fresh-, Green-)				ACF	ACE	ACE									ACE	CE
	Pomme on the Rocks					CE		C									
	Tarte aux pommes					ABCE	ABCE										
	Very Berry													BCE			
	Berry Crush								ACE							CE	CE
	Red Berry / Fruits rouges					ABCE											
	Boom de Myrtille					CE	CE										
	Cassis on ze Banquise					CE	CE										
	Cerise sur le Glaçon					CE	CE										
	Dark Cherry / Cerise Noir				ACF	CE	ACE						CE		CEG	CEG	
	Cherry (Sweet-, Very-)		CE	CE				ACE	ACE	ACG	CE		C	C			
	Banaberry Blend					CE	CE		AC							CE	CE
	Grape (Blue-, Burst-) Grape		BCE	C		ACE	ACE	ACE	AE								
	Mango (Classic-, Swirl-)					AC	AC	ACG	ACG	ACG						C	C
	Honeydew / Honeydew Splash				ACF											CE	CE
	Melon esquimau					CE	CE										
	Classic Watermelon / Watermelon / Pastèque					AC	AC	ACEG	ACEG	ACG						C	C
	Watermelon Mint									ACG	ACG						
	Peach (Whirl, Swirl, Melba)				CF	CE	CE								C	CE	
	Raspbery (Fruity-, Classic, Crush)		BCE	BCE				BCE	CE	ACG							
	Strawberry (Juicy-, Smash-, Tonic-, Cream-, Jam)				ACF	CE	CE	ABCE	ABCE	ACG				ACE	CE		
	Wild Strawberry / Fraise des bois		ABCE			ACE	ACE	ABCE	ABC	ACG	E	CE					
	Super Fruity									ACG							
DESERT-COCKTAIL																	
	Green Snap				CF											CE	C

	Belgium		Canada	France		Germany		Hungary	Ireland	Kuwait	POL	Switzerland		United Kingdom	
Indigo Dive			CF											CE	CE
Scarlet Kick			ACF											CE	CE
Tropical Twist				CE	CE										
Tropical Punch							ACE							CE	CE
Apple Custard						ABCE	ABE		E		CE			BCE	BC
Berry Trifle/Charlotte aux fruits rouges					ABCE	BCE	BCE				CE				
Crème brûlée				ABCE	ABCE	ABCE	ABCE				CE			BCE	C
Caramel Marshmallow / Guimauve caramel				ABCE	ABCE	BCE	BCE		E		CE			BCE	BC
Coconut Panna Cotta / Panna Cotta Coco				ABCE	ABCE	BCE	BC		E						BC
Tiramisu / Tiramisu Crème				ABCE	ABCE			ACG			CE			BCE	
Smoked Whisky / Scotch boisé	BC	BC		BCG	BCE				CE		CE			BCE	BCE
Spiced Rum/Rhum épicé	BC	BC		BCG	BCE				CE		CE			BCE	BCE
Tequila Sunrise / Tequila Fruitée	BC	BC		BCG	BCE						CE			BCE	BCE
PROTONATED															
Classique Sélection				G	G										
Intense Tobacco						G									
Rich Tobacco		G									G				
Tobacco Wonder	G													G	G
Crisp Mint						G					G				
Crushed Mint / Menthe Glacée	G	G		G	G									G	G
Wild Berries/Fruits des bois	G	G		G	G						G			G	G
Red berries						G	G								
Creamy vanilla						G									
Infused vanilla											G			G	G
	2020	2021	2020	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
A = 0 mg	2	1	6	18	15	13	15	12			0			2	0
B = 3 mg	10	8		12	12	13	8				0			9	7
C = 6 mg	12	11	11	35	32	20	16	12	5	3	15	5	5	24	25
D = 9 mg															
E = 12 mg, 1%	9	8		30	30	18	14	0	9	3	15	2	2	24	20
F = 15 mg			9												
G = 18 mg, 1.6%	3	4	1	6	3	8	3	12	2		6			10	11
Total	36	32	27	101	92	72	56	36	16	6	36	7	7	69	63
Total number of flavours offered	15	15	11	39	35	24	21	12	9	3	19	5	5	29	29

In 2021, BAT discontinued selling bottled liquids in Canada and Kuwait. BAT websites were not functioning for 2020 in Ireland and Poland, and not in 2021 for Hungary

Table 6. Total number of flavour-nicotine variants offered on BAT web-sites.

Device Type	Belgium		Canada		Colombia		France		Germany		Guata-mala		Hungary	Ireland	Italy		Kuwait		Mexico		New Zealand		Poland	Saudi Arabia	Switzer-land		UAE	United Kingdom		United States (ALSO ONLY)	
Total market	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2021	2021	2020	2021	2021	2020	2021	2020	2021
0 mg	7	9	13	7	4	6	33	30	14	17	0	1	12	4	2	3	0	2	5	5	2	0	0	0	0	0	0	5	4	0	0
3 mg	10	8	0	0	0	0	12	12	13	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	7	0	0	
6 mg	18	24	11	0	5	6	55	61	20	24	0	2	12	8	4	4	7	0	6	7	0	0	20	0	5	5	0	38	40	0	0
9 mg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12 mg, 1%	16	32	8	6	0	0	63	68	28	26	0	0	4	28	0	0	3	0	10	9	6	6	33	0	9	9	0	53	52	0	0
15 mg	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18 mg, 1.6%	15	19	9	22	6	13	26	21	23	17	4	2	16	11	6	6	1	0	9	9	3	9	29	5	5	5	9	31	35	3	3
24 mg, 2.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	3	
30-34 mg, 3%	0	0	16	26	0	5	0	0	0	0	0	0	0	0	0	0	1	3	0	0	3	6	0	0	0	0	0	0	0	0	0
50-60 mg, 5%	0	0	8	21	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	5	8	0	0	0	0	0	0	0	4	3
	66	92	74	82	15	30	189	192	98	92	4	5	44	51	12	13	12	7	30	30	19	29	82	5	19	19	9	136	138	9	9
Percentage of offers	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2021	2021	2020	2021	2021	2020	2021	2020	2021
0 mg	11%	10%	18%	9%	27%	20%	17%	16%	14%	18%	0%	20%	27%	8%	17%	23%	0%	29%	17%	17%	11%	0%	0%	0%	0%	0%	4%	3%	0%	0%	
3 mg	15%	9%	0%	0%	0%	0%	6%	6%	13%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	5%	0%	0%		
6 mg	27%	26%	15%	0%	33%	20%	29%	32%	20%	26%	0%	40%	27%	16%	33%	31%	58%	0%	20%	23%	0%	0%	24%	0%	26%	26%	0%	28%	29%	0%	0%
9 mg	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 mg, 1%	24%	35%	11%	7%	0%	0%	33%	35%	29%	28%	0%	0%	9%	55%	0%	0%	25%	0%	33%	30%	32%	21%	40%	0%	47%	47%	0%	39%	38%	0%	0%
15 mg	0%	0%	12%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
18 mg, 1.6%	23%	21%	12%	27%	40%	43%	14%	11%	23%	18%	100%	40%	36%	22%	50%	46%	8%	0%	30%	30%	16%	31%	35%	100%	26%	26%	100%	23%	25%	33%	33%
24 mg, 2.4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%	33%
30-34 mg, 3%	0%	0%	22%	32%	0%	17%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	43%	0%	0%	16%	21%	0%	0%	0%	0%	0%	0%	0%	0%	0%
50-60 mg, 5%	0%	0%	11%	26%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	29%	0%	0%	26%	28%	0%	0%	0%	0%	0%	0%	0%	44%	33%
Total market %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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