



Jo Churchill MP  
Parliamentary Under Secretary of State (Minister for  
Prevention, Public Health and Primary Care)  
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Dear Minister,

You may be aware of concerns from public health bodies, the media and across industry of tobacco manufacturers selling products which contain clearly noticeable amounts of menthol after the ban on characterising flavours which went into effect on 20 May 2020. This is a threat to the ongoing growth of the vaping sector.

Trading Standards is the relevant enforcement body in this instance. I therefore wanted to share with you a letter we have sent them in support of their work. It confirms that the products contain menthol and in amounts which are clearly noticeable to consumers, in breach of the regulations.

We believe Trading Standards should take any and all enforcement action necessary to ensure a level playing field and protect public health interests. We ask that you and your department provide whatever support to Trading Standards that they should require.

Yours sincerely,

Imperial Tobacco UK

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