



The Vape industry's response to Covid-19

The IBVTA has given guidance to its members amid Coronavirus outbreak

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Everybody is feeling the effect of the Covid-19 and not least, public facing businesses. Vape shops have been given expert guidance from the IBVTA

and Totally Wicked is taking precautionary measures to ensure that vapers can continue to stay stocked up on supplies, whilst avoiding unnecessary risk of contamination.

It is firstly important to clear up some recent headlines which suggest vaping is connected to an increased spread of Coronavirus. These alarmist headlines have been cleared up by an expert response. Rosanna O'Connor, Director of Tobacco, Alcohol and Drugs at Public Health England said,

“Public Health England’s 2018 independent evidence review found that to date, there have been no identified health risks of passive vaping to bystanders. There is currently no evidence that coronavirus can be caught from exposure to e-cigarette vapour.”

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There are of course restrictions that need to be put in place by vape stores and vape businesses. The IBVTA has written in-depth guidance for its members, demonstrating the responsible stance of the industry.

Covid-19 guidance to vaping businesses

Two of the main initiatives outlined are the suspension of all flavour testing and demo testing. This is for obvious reasons and Totally Wicked has now implemented this policy across all of our stores. The IBVTA has also stated that any carbon monoxide monitors used by vape business who are working with stop smoking clinics should be stopped until further notice.

Set up of devices will continue; however extra sanitisation, cleansing and practicing good hygiene will be of paramount importance. This will not be exclusive to setting up new devices, as all staff members must sanitise thoroughly after various activities. This includes the beginning and end of each shift and before and after handling stock.

Counter tops, door handles and other points of human contact must be cleaned and wiped down regularly and thoroughly. There have also been the standard restrictions put in place relating to visitors to business offices as well as internal meetings and gatherings.

IBVTA campaigns to keep vape shops open

The IBVTA has also campaigned to keep vape shops open during a potential “lockdown” period. Restaurants, pubs, gyms and leisure centres have already been ordered to close with more restrictions expected to come into play. The IBVTA is concerned that the closure of vape shops could result in vapers relapsing to smoking, as cigarettes would remain readily available at supermarkets and convenience stores.

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In Italy and France, vape shops have remained open during lockdown as vaping products are seen as a necessity. The IBVTA has urged the UK government to do the same. In a letter to the Health minister, Jo Churchill, the IBVTA wrote:

“Should e-cigarettes, e-liquids and associated accessories not be readily available, a proportion of those vapers will be very tempted to buy a packet of cigarettes to tide them over, and the proportion that are currently using both e-cigarettes and cigarettes will revert entirely to smoking rather than vaping.”

It’s great to see the IBVTA being so proactive and supporting the industry at what is a very uncertain time for the World. At Totally Wicked we’re taking all appropriate steps to ensure that our products and services remain available across our e-commerce website, retail stores and partner stores during this

difficult period, so please carry on visiting us in whichever manner is safest and most convenient to do so, and we'll of course update you if anything changes.

If you are concerned about leaving the house, we have a monthly e-liquid subscriptions service – Club Wicked. Setting up only takes a few minutes and you can enjoy your favourite e-liquids delivered to you each month, from the comfort and safety of your own home. There is no contract so if you wish to go back to your normal purchasing routines at a later date, you can cancel at any time.



The banner features the Club Wicked logo on the left, which includes a red devil mask and the text 'CLUB WICKED'. To the right, the text 'E-LIQUID SUBSCRIPTION' is prominently displayed. Below this, three stacked boxes list the benefits: 'CONVENIENT', 'GREAT VALUE', and 'REWARDS LOYALTY'. A 'SHOP NOW ►' button is located in the bottom right corner of the banner.

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