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## **Vapers In Power: Why vaping could be the answer to 100,000 deaths a year**

Vapers In Power is a new political party, formed because vaping is under threat. It exists because lobbying at EU level has resulted in a shameful piece of legislation that will make the promotion of vaping illegal in 2016.(1)

“People smoke for the nicotine but they die from the tar”.(2) (Russell 1976) Smokers have found their own way to replace their smoking: it isn't the arguably ineffective Nicotine Replacement Therapies advocated by Public Health bodies - it is vaping. Vaping isn't being advocated or prescribed but it is showing evidence of working.(3) Smokers are turning to it in droves (4) because vaping allows them to control their nicotine intake. Most importantly, vaping is without the vast majority of the toxins which make smoking so harmful.

You won't find many internet forums and chatrooms on the subject of nicotine patches yet a simple search will show the vast array of vaping related websites and Facebook groups. Vaping could seriously reduce the smoking prevalence in this country and should be supported rather than vilified.

***“For the first time in the history of the tobacco control movement, a realistic possibility is emerging that the tobacco problem might get resolved –and this could happen with minimal or no government expenditure”. (5) (Hajek 2013)***

1. The Tobacco Products Directive (EU directive to be implemented by member states from May 2016) [http://ec.europa.eu/health/tobacco/docs/dir\\_201440\\_en.pdf](http://ec.europa.eu/health/tobacco/docs/dir_201440_en.pdf)
2. Professor Michael Russell quoted in ASH Briefing November 2014 [http://www.ash.org.uk/files/documents/ASH\\_715.pdf](http://www.ash.org.uk/files/documents/ASH_715.pdf)
3. Flemish study showing the efficacy of electronic cigarettes <http://www.ncbi.nlm.nih.gov/pubmed/25358095>
4. ASH Fact Sheet October 2014 Use of Electronic Cigarettes in Britain [http://ash.org.uk/files/documents/ASH\\_891.pdf](http://ash.org.uk/files/documents/ASH_891.pdf)
5. Peter Hajek in the Lancet <http://www.thelancet.com/journals/lanres/article/PIIS2213-2600%2813%2970124-3/fulltext?elsca1=TW&elsca2=socialmedia>

Vapers In Power is a UK political party registered with the Electoral Commission  
[www.vapersinpower.co.uk](http://www.vapersinpower.co.uk)