

**At the front line:  
What do consumers  
need?**

# Who is a consumer?

- A person who purchases goods and services for personal use.



# Market in the Philippines (PH)

- Vape shops with actual stores, inside & outside shopping malls
- Sellers who conduct business online
  - Own websites
  - Facebook
  - Instagram
  - Other online markets, i.e., Lazada, Shopee, etc.
  - Black market

# Bird's eye view: E-cigarettes in the PH now

- As of 3 June 2019, according to the Department of Finance (DOF), on its third and final reading, "vapor products" will also be taxed progressively. This is in line with Sin Tax for Universal Health Care:

0.00-10ml = 10 pesos

10.01-20 ml = 20 pesos

20.01-30 ml = 30 pesos

30.01-40 ml = 40 pesos

40.01-50 ml = 50 pesos

>50 ml = 50 pesos + 10 pesos for every additional  
10 ml

# Bird's eye view: E-cigarettes in the PH now

- Department of Health (DOH) maintained its position that e-cigarettes should be treated and regulated no differently than other tobacco products until these alternatives to smoking are proven safe for consumption.
- Some senators seek to tax e-cigarettes properly since it helps people wean away from smoking (regular cigarettes), hence should be taxed lower.

# Bird's eye view: E-cigarettes in the PH now

- However, the Duterte administration considers a total ban on e-cigarettes, according to the DOF.
- Vaping regulated in Quezon City through City Ordinance 2737-2018 signed by former Mayor Herbert Bautista. The ordinance prohibits the use of e-cigarettes in certain areas, e.g., places of worship, hospitals, educational facilities intended for minors.
  - It also prohibits buying & selling to minors

# WHAT DO CONSUMERS WANT?



Three A's:  
Accessibility, Affordability, Availability



# Accessibility

- Fair regulations, not total ban of e-cigarettes as well as heat-not-burn (HNB) devices/products. Sellers
- Laws, including ordinances which aim to help people who are trying to quit smoking, not crush their chances at doing so

# Affordability

- Taxes are the lifeblood of the government. They are used to finance basic services such as education and health care as well as infrastructure- all vital to the economy's growth and improvement of the people's lives.

(e.g., Sin Tax to fund Universal Health Care)

- Reasonable tax system and tax implementation so as not to impose a de facto ban on e-cigarettes, HNBs.
  - Affordability will lead to accessibility

# Availability

- Right to choose
- To exercise that right
- To act on their choice
- NO to quit or die mentality
- Accessibility will lead to availability

# Last but not the least...



- Open-mindedness as well as welcoming changes
- Information that is legitimate, definitely not fake news
- Transparency with government agencies & bureaus

Ultimately.

To quit smoking.