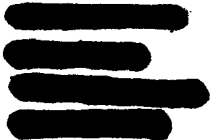


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Mr M Kitt



29<sup>th</sup> July 2010

Dear Mr Kitt

**Our Ref: MA 014810**  
**MHRA (Medicines and Healthcare products Regulatory Agency)**  
**consultation**

As we discussed during our visit back in June, the MHRA have been in consultation over whether electronic cigarettes should be classed as medical products and regulated as such. I have been in discussions with other Trading Standards authorities and have found out that the consultation is almost complete. The outcome will be that as of a date (yet to be announced) there will be a 21 days period and then these products will be outright banned in the UK, unless the traders apply for certification as a medical device from MHRA. This process could be complicated and costly so it is expected that many traders may cease trading.

MHRA will be enforcers for any existing products, and I suggest you keep a close eye on their website and/ or contact them for further advice. The consultation number, so you can have a look online is MLX364.

I hope this information is of use to you.

Yours sincerely

Helen Wale  
**Trading Standards Officer**