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NOTE

From: General Secretariat of the Council
To: Delegations

Subject: AOB for the meeting of EPSCO (Health) of 20 June 2025:
A continued and urgent call for action at EU level to protect young people from harm caused by novel tobacco and nicotine products, in particular e-cigarettes and nicotine pouches
- Information from Belgium, Croatia, Estonia, Finland, France, Ireland, Latvia, Lithuania, Malta, the Netherlands, Slovenia and Spain

On March 13 2025, a joint letter was sent by Belgium, Estonia, Finland, France, Ireland, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Slovenia and Spain. The letter was addressed to the new EU Commissioner for Health and Animal Welfare, Mr. Várhelyi, and is included as an annex to this statement.

These countries express their concern over the delay in the revision of EU tobacco legislation and urge the Commission to act swiftly to protect youth from the growing threat of tobacco and nicotine products. We request that the use of novel products will be addressed swiftly and included in EU legislation.

Urgent action is needed to address the following core concerns:

- **Youth nicotine use:** the use of nicotine products without tobacco, particularly e-cigarettes and nicotine pouches, has increased across the EU, especially among very young people. Many of these products contain high levels of nicotine and are explicitly designed to appeal to children and adolescents, causing serious health problems.
- **Cross-border online sales:** These products are easily accessible via the internet and sold cross-border through mail or parcel post undermining national efforts to restrict access to these products.
- **Social media marketing:** Social media companies fail to implement preventive measures to protect young people from this harmful content.

The signatories request prompt action in 2025 on comprehensive legislation, including flavor bans, plain packaging, cross-border sales restrictions, and accountability and engagement of social media platforms.
