



Dear Members of Parliament,

We, the consumers who rely on vaping as a lifesaving tool to escape the grip of smoking, urge you to reconsider your decision to implement a blanket ban on all vaping products.

Bulgaria has the highest smoking rate in the European Union, with 37% of adults smoking—1.5 times the EU average. For decades, traditional tobacco control policies have failed to make any meaningful impact on this figure. In contrast, countries like Sweden, New Zealand, and the United Kingdom have embraced safer nicotine alternatives like vaping, drastically reducing their smoking rates and moving closer to achieving the smoke-free goal.

E-cigarettes are not the enemy—they are the most effective tool many of us have found to quit smoking. Only 3% of Bulgarians currently use e-cigarettes, yet they are already the most popular method for quitting smoking in the country. By banning them, you are taking away our chance to live healthier lives and denying current smokers an alternative that could save them from the consequences of smoking.

We understand your concerns about youth access, but a total ban is not the answer. It will only drive adult vapers back to smoking or into the arms of the black market, where unregulated and unsafe products thrive. We need only look to [Australia](#) to see the dangers of de facto prohibition, where criminal gangs now control a thriving black market for vapes, leading to increased violence and public health risks.

Moreover, flavours play a crucial role in helping adult smokers transition away from cigarettes. Research shows that non-tobacco flavours increase the likelihood of smoking cessation. Banning flavours would significantly hamper those efforts.

We urge you to adopt evidence-based regulations that ensure product safety while allowing access to these lifesaving tools for adult smokers. For a comprehensive overview of the scientific evidence supporting vaping as a harm reduction tool, please visit: <https://worldvapersalliance.com/harm-reduction-vaping-fact-sheet/>.

This is not just about us as individuals; it's about Bulgaria's public health. At the current trajectory, the country will never achieve the EU's 2040 smoke-free goal. But with sensible policies that embrace innovation and harm reduction, you can change this course.

Please, do not take away our lifeline or deny smokers the opportunity for a better future. Let evidence and compassion guide your decisions, not fear.

Sincerely,

Michael Landl
Director World Vapers' Alliance

Alberto Gomez Hernandez
Policy Manager World Vapers' Alliance

On behalf of WVA's 150 000 members.