



Huddinge



Sales of tobacco-free nicotine products

New law from 1 August 2022

Sales of tobacco-free nicotine products

As of August 1, 2022, there is a new law that regulates tobacco-free nicotine products. This means that everyone who sell these products need to notify the municipality.

**New law
from
1 august
2022**

Submit notification of sales of tobacco-free nicotine products

The notification form is available at huddinge.se/tobak. It is also possible to submit a notification of sales via the e-service, to which you can find a link on the same page. If you only have sales from a website, you must notify the municipality where the company has its registered office.

**Submit notification
[huddinge.se/
tobak](https://huddinge.se/tobak)**

Internal control

The new regulation requires everyone who operates retail trade in tobacco-free nicotine products to perform internal control of sales. An appropriate programme must therefore be developed for this purpose. A suggestion for an internal control programme is available at huddinge.se/tobak.

The internal control programme must be submitted together with the notification of sales of tobacco-free nicotine products

Age limits

In connection with the new regulation, age limits are being introduced for sales of tobacco-free nicotine products. As of August 1, a customer who purchases these products from you must be at least 18 years old. You must assure yourself that the customer is at least 18 years old. One recommendation is that you check the age of all customers whom you assume to be under 25 years of age. If there is any reason to assume that the customer intends to pass these goods on to someone who has not reached the age of 18, you must not sell the product.

Each point of sale must display at least one clear and visible message indicating the age limit for tobacco-free nicotine products.

Tobacco-free nicotine products sold to consumers must be provided in such a way that it is possible to verify the age of the recipient. This also applies when sales are made through vending machines, distance selling or in a similar way.



Marketing

New requirements are being introduced for the marketing of these products. When marketing tobacco-free nicotine products to consumers, special moderation must be observed. Advertisements or other marketing measures must not be intrusive or targeted, or encourage the use of tobacco-free nicotine products. Reference may only be made to the taste of the product if this is justified by the consumer's need for product information. Marketing may not be targeted specifically at or depict children or young people under the age of 25.

New marketing requirements

Other information

Rules will be introduced regarding the labelling of these products. There must be a health warning on these products, as well as a declaration of contents.

These rules come into force on 1 January 2023.

Requirements are also being introduced for product notification to the Public Health Agency of Sweden for manufacturers and importers. This applies as of 1 January 2024. After this date, no products that have not been notified may be sold to consumers.

For those who do not manage their sales properly, the municipality has an option to impose a sales ban

of up to six months. The municipality can also issue a warning, if a sales ban is considered to be overly intrusive.

The municipality has the opportunity to charge a fee for supervision from those who have notified sales.

New rules on labelling

Sales ban for those who fail to comply



Contact

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www.huddinge.se/tobak