

VAPE REGULATION IN FINLAND

As a member of the European Union Finland is a TPD-compliant country. TPD, or Tobacco Products Directive, limits the type of vape products and nicotine liquids that are allowed to be sold in EU countries.

In addition to TPD, Finland's Tobacco Act imposes its own restrictions on vape devices and nicotine liquids, such as the implementation of plain packaging and flavor ban. The sale of vaping products is also heavily regulated, with a total ban on online sales to consumers.

To help you better understand what type of products would be suitable for the Finnish market, we have gathered a list of some of the more impactful regulations that affect the vaping products sold in Finland.

Regulation of Vape and Nicotine Liquid Properties

- **Flavor Ban:** Flavors are limited to **unflavored** and **tobacco-flavored** nicotine liquids. Flavor ban also renders flavor concentrates intended for vape use illegal.
- **Nicotine strength:** Nicotine liquid strength is limited to a maximum of **20 mg/ml** of nicotine.
- **Pod and Tank Capacity:** Restricted pod and tank capacity with a maximum capacity of **2 ml**.
- **Bottle Size:** The maximum capacity for a nicotine liquid bottle is **10 ml**. The limit on capacity makes shortfills illegal, making a 10 ml bottle effectively the **only option** to sell nicotine liquids in **bottle format**. Nicotine liquids are also sold in the form of (max 2 ml) prefilled pods and disposable vapes.
- **Plain Packaging:** The appearance of product packaging is strictly regulated, and all product packages and bottle labels must look visually **indistinguishable** from each other. Requirements regarding allowed and mandatory textual information also apply.
- **Leaflet:** The retail packaging of vape devices, vape device parts and nicotine liquid bottles **must include a leaflet** that contains required information about the product and its use as well as contact information.
- **Language Requirements:** Required information on product packaging and leaflet must be written in both **Finnish and Swedish**.

Other Vape Regulation

- **Online Sales Ban:** Selling vaping products to consumers via online stores is **forbidden** in Finland, and Finnish consumers are not allowed to purchase vaping products from foreign online stores.
- **Marketing Ban:** The marketing of vapes and nicotine liquids is **prohibited**. This includes advertising, indirect advertising, sales promotions and sponsorships.
- **Display Ban:** Vaping products or their trademarks must not be displayed to customers in retail outlets. **Specialty stores** focused on vapes and tobacco products are **exempted**, as they are allowed to keep vaping products on display in a non-promotional manner.
- **Notification Period:** Before vaping products can be sold to consumers in Finland, the products must be notified to Valvira. The product notification must be submitted at least **6 months in advance** before the products are introduced to the market.
- **Supervision Fee:** Valvira collects an **annual** supervision fee of **0,01 €/ml** from the manufacturer or importer that carries out the product notification. The supervision fee is determined by the sales volume reported to Valvira during the previous year. The **minimum** annual fee is **300 €** and the **maximum** fee is **70 000 €**.
- **Excise Taxation:** Nicotine liquids are subject to excise duty. The excise duty on nicotine liquids is **0,30 €/ml**, and it is paid by the importer.

