

## Superdrug to exit the single use Vape market

Superdrug is exiting the single-use vape market its UK and Ireland stores, following the news that nearly five million single-use vapes are disposed of every week in the UK<sup>1</sup>. The brands that will no longer be sold include Vuse GO and Flavaah bars.

The vast wastage is highlighted further with previous data showing 1.3 million single-use vapes disposed of each week in the UK, with new figures reaching nearly five million a week currently<sup>2</sup>.

Lucy Morton-Channon, Superdrug's Head of ESG comments "The rate that consumers are using single-use vapes and discarding them is worrying and alarming for the environment. Many of these single use vapes contain lithium batteries, which should be disposed of responsibly but many end up in landfill, and incorrect battery disposal can lead to a risk of fires. The lasting effects that single use vapes are having on the environment needs to be addressed, and I am pleased that we've decided to remove them from all stores."

Ghada Beal, Superdrug's Healthcare Director, adds "It's our responsibility at Superdrug to provide the best choice for consumers who want alternatives to cigarettes whether that's smoking cessation products or vaping options. We need to be responsible about the growing trend in disposable vapes among young people, and the lasting effect on the environment. We have a wide range of products at Superdrug to help those wanting to quit smoking, so head into a Superdrug store to learn about your different options or speak to one of our friendly pharmacy team members who would be happy to advise on the best option for you."

Superdrug offers a range of products to help people quit smoking or cut back on their nicotine intake, see the range [here](#) or visit a Superdrug store and speak to a team member.

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<sup>1</sup> <https://www.letsrecycle.com/news/five-million-vapes-now-thrown-away-weekly-material-focus-says/>

<sup>2</sup> <https://www.letsrecycle.com/news/five-million-vapes-now-thrown-away-weekly-material-focus-says/>