



Greetings from ELFBAR. I: Information request from Report/Rai 3 - Italian public television

ELFBAR PR and Comms

7 ottobre 2023 alle ore 13:56

A: "[CG] Redazione Report"

Cc: antonella cignarale <an

Dear Antonella and Report staff,

Buongiorno, good day.

Please do accept our apologies on reverting this late, as we just came back from a long holiday and it took us some time to run rounds of test.

Please find below a response on our end

Any question, please feel free to let us know.

Grazie!

Best,

ELFBAR Global PR and Comms

>>>START

A spokesperson from ELFBAR said:

Thank you for attention. Regarding your questions, below are we responses:

ELFBAR Cotton Candy Ice 600 is a product officially sold in Italy through our business partner, Set Spa. However, ELFBAR Jelly Bear 3600 has never been imported or sold in Italy by us and through our business partner, meaning that this product absolutely does not represent the product lineup we officially have in Italy, for not complying with the Tobacco Products Directives 2014/40/EU. We believe the Jelly Bear 3600's presence in Italy was due to illicit trade from markets in other regions.

Reference: Directive 2014/40/EU, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014L0040>, please refer to page 26, TITLE III, Article 20, 3. (a) and (b).

At ELFBAR, we are taking all our efforts to comply with relevant laws and regulations in all the global markets where we operate. In Italy and other EU markets, we follow the upper limits of three existing standards for vaping products by AFNOR in France.

Reference: <https://www.afnor.org/en/news/vaping-afnor-publishes-method-characterizing-emissions/>

The standards above lead us to the next topic of concern - test methods and results for chemicals.

Firstly, we'd like to touch upon the "aerosol test" brought up in your email, a method that rendered results on a per-100-inhalation basis.

We have reservations and kindly request a re-test on your side, as industry norms and practices present "aerosol test" results by "content/chemical per puff" (e.g., ug/100 puffs), rather than by "content/chemical by e-liquid volume (ug/L)".

Secondly, we've run rounds of tests on ELFBAR Cotton Candy Ice 600 in our own lab, yielding chemical concentrations far below the indicated standards set by AFNOR.

Aerosol results also show significantly lower nickel concentration in our ELFBAR Cotton Candy Ice 600, at 0.024ug/100 puffs, compared to AFNOR's 2.5ug/100 puffs. The same result was also verified for the lead chemical, which was at 000335ug/100 puffs, compared to AFNOR's 2.5ug/100 puffs.

Last but not the least, we at ELFBAR fully know that our products must be responsibly manufactured, lawfully distributed and legitimately used - part of our transparent stance in our willingness to communicate with our stakeholders, including media friends.

We would also like to take this opportunity to call on Italian regulators for a clarity in industry-wide regulations so that all participants can focus on bringing the best possible products to the adult users in need.

>>>END