



# Off Shelves Near You

Everything you Need to  
Know about Black Market  
Vapes in Australia

**BEST + WELL**

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Chapter 01

# Behind the Smoke and Mirrors



# The Dark Side of Black Market Vapes

**Nicotine Vaping Among Young Australians Increased by 96% Between 2015 and 2019**

Subject to a nationwide crackdown spearheaded by the Therapeutic Goods Administration (TGA) in October 2021, Black Market vapes are unregulated, illegal and labelled a **“public menace”** by Health Minister, Mark Butler.

Sold illegally for recreational purposes, they come with **misleading labels, hazardous chemicals, prohibited ingredients, and high nicotine content.**



# Off Shelves Near You

## A \$247 Million Federal Government Crackdown

In addition to a \$63 million advertising campaign designed to discourage vaping and smoking, **the Federal Government is working with states and territories to stop the importation of non-prescription vapes**, increase their minimum quality standards, require pharmaceutical-like packaging, reduce nicotine concentrations and ban all single-use, disposable vapes.



With Black Market vapes not tested for prohibited ingredients, like:

- + 2,3-Pentanedione
- + Acetoin
- + Benzaldehyde
- + Cinnamaldehyde
- + Diacetyl
- + Diethylene glycol
- + DI-alpha-tocopheryl acetate
- + Ethylene glycol

The extent of their long-term health effects is yet to be determined.

# WHAT THE FACT?

## MYTH #1

### Quitting Smoking Makes you put on Weight

While weight fluctuation is linked to changes in nicotine intake, it's not a direct result of smoking cessation. It's a **behavioural outcome** resulting from the replacement of one bad habit with another.

If you focus on maintaining a **healthy diet**, and reach for a nutritious snack in place of a cigarette, you can **bring about two positive lifestyle changes instead of just one.**

We call that living **Best + Well.**





# WHAT THE FACT?

## MYTH #2

### Vaping and Smoking are the Same

Cigarettes expose smokers to **7,000 toxic chemicals** through their smoke, many of them poisonous – and 70 of which have direct links to cancer. In comparison, vapes have **less than 100 chemicals** at lower exposure.

**There's nothing healthy about a cigarette, rolled or tailored** – and comparisons with nicotine replacement treatments speak for themselves.

**The best option is to quit cigarettes and vaping.**

# WHAT THE FACT?

## MYTH #3

### Black Market Vapes and Prescription Vapes are the Same

Black Market vapes are **imported and distributed illegally**, with no quality control, age restrictions, or approval for medicinal use.

They're subject to a Federal crackdown backed by the Therapeutic Goods Administration. Smoking cessation alternatives are **prescription-only medications** developed to support people on their journey to a smoke-free lifestyle.

**One is toxic, the other is therapeutic**  
– don't let the smoke and mirrors convince you otherwise.







## WHAT THE FACT?

### MYTH #4

## Smoking Cessation Alternatives give you Popcorn Lungs

Popcorn lung (bronchiolitis obliterans) is a type of lung disease caused by a build-up of scar tissue in the lungs, **blocking airflow**. It was named after a group of popcorn factory workers who developed the condition after breathing in **diacetyl**, which is used as a popcorn flavouring.

The Therapeutic Goods Administration (TGA) has banned diacetyl in Australia, so it is not found in any legal products that comply with Australian Standards. However, it may still be **found in some black market vapes**.

# WHAT THE FACT?

## MYTH #5

### Smoking Cessation Alternatives are Recreational

Smoking cessation products are **prescription-only medications** regulated by the Therapeutic Goods Administration to support people looking to quit smoking. They're not dispensed for recreational purposes.

With product labelling, child-resistant packaging and transparent ingredient lists, they are **legal, therapeutic and compliant with industry regulations**.





Chapter 02

# Changing the Script on Smoking Cessation Products



# Turn to Australian Doctors, not the Black Market

## Safe, Legal and Regulated Nicotine Replacement Therapy

The only legal pathway in Australia for an adult smoker to buy Australian-standard nicotine products, treatment models take a **holistic approach to well-being**. They consider individual circumstances, lifestyle factors, and previous attempts to quit smoking, with a script duration of six months.

A **safe and more affordable** alternative to those on the Black Market, prescription-only smoking cessation products are here to help you quit smoking for good.



# If They're not Australian Standard, They're not fit for Purpose

## Different Standards: Australia's VS the Black Market

Australian-standard smoking cessation alternatives are required to meet the **stringent safety and quality standards** outlined by the **Australian TGO-110**.

Introduced to:

- + Help doctors and consumers access accurate information.
- + Stop substances with demonstrable health risks from being added as ingredients.
- + Minimise the risks of and associated with accidental exposure to and ingestion of nicotine vaping products, particularly by children.

The TGO-110 outlines the minimum standards for nicotine vaping products in Australia.

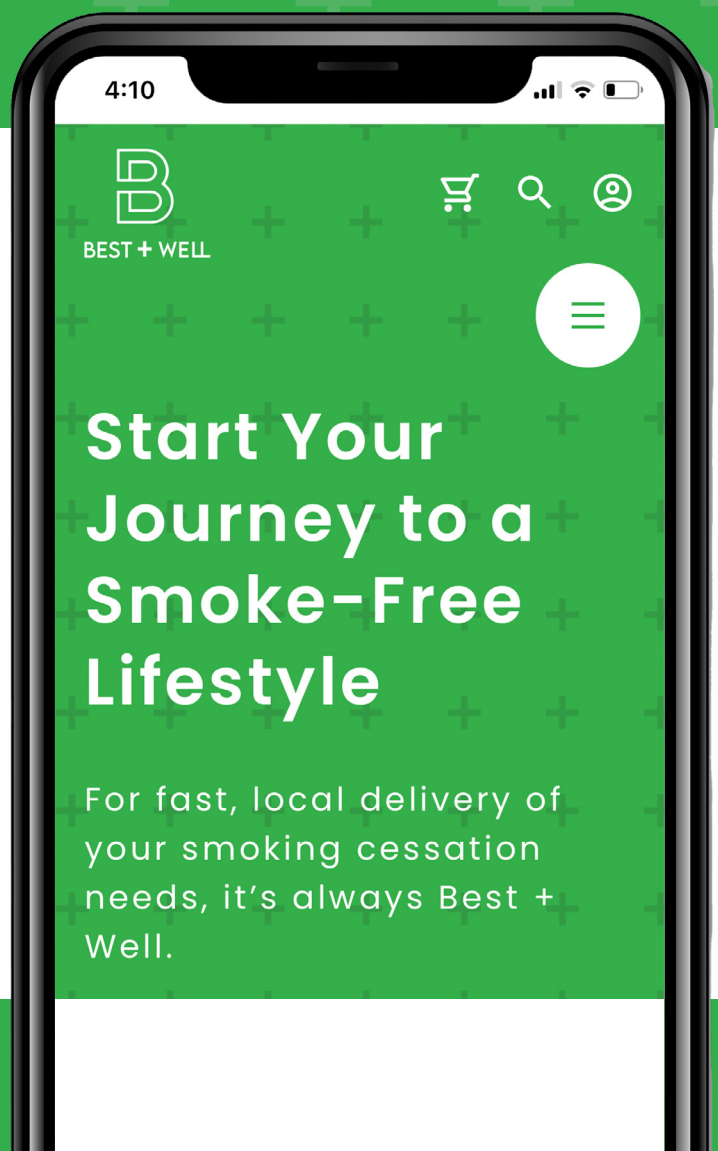
# The Prescription Process

## How to Access Legal Treatment Plans and Products

Qualified and independent health practitioners are trained in **tailoring a treatment plan** to your individual circumstances.

To enquire about nicotine replacement therapy, assess your eligibility, or find out which products are right for you, you can get support from your local GP or health clinic, or apply to **Best + Well** for **fast and legal** support online.

BEST + WELL





## Chapter 03

# Kicking Smoking in the Butt

A man with a beard, wearing a green hoodie, is shown in profile from the chest up, looking upwards towards a clear blue sky. The background is a soft-focus view of the ocean and sky.

# Tap into a Healthier You

## Introducing Australia's Best Digital Telehealth Platform

With access to **qualified, independent** medical practitioners, Australian-standard products dispensed by independent pharmacists, and treatment plans designed to reduce your nicotine intake over time, we offer an **end-to-end solution** that sees you quit smoking and eventually, us too.

Best + Well exists to make it easier for adult consumers in Australia to access **high-quality smoking cessation products**. Comprised of dedicated healthcare professionals, pharmacists, and wellness experts, our team is committed to helping Australians achieve their wellness goals.

To start your journey to a **smoke-free lifestyle**, sign-up to Best + Well and apply for a prescription today.



# Smoking Alternatives Without the Nasties



Legally-prescribed



Independently Third-party Tested



Australian Standard Products



Delivered to your door



Follow-up Telehealth Support

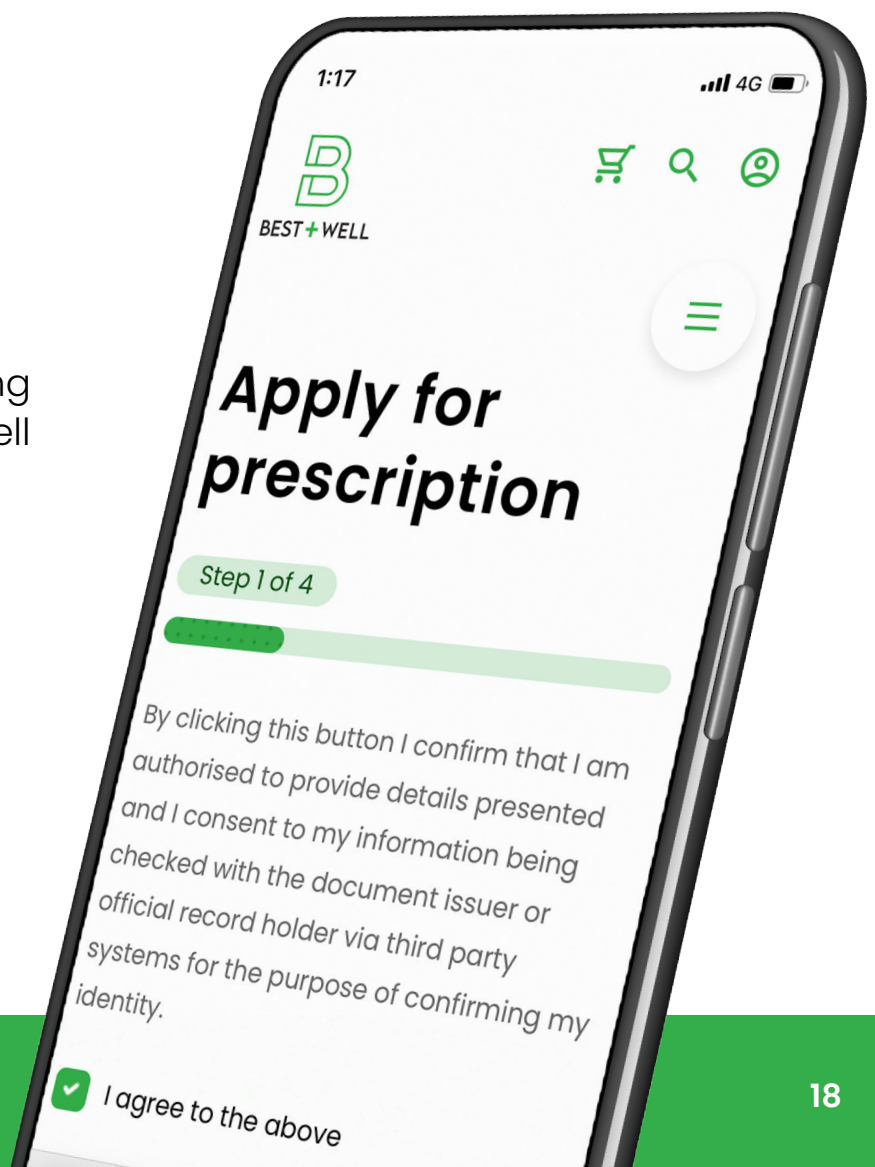


Fast + Legal

# Your Direct Line to Australian Doctors

## From Anywhere

With a discreet four-step prescription process requiring no in-person visits, Best + Well is designed to **simplify the complex process** of buying legal Australian-standard smoking cessation products and help Australians **access the support they need**.



## Four Steps to a Healthier You

### 1. Book an online consultation

Sign-up for a Telehealth appointment with an independent health practitioner for a review.

### 2. Receive your prescription

Receive your smoking cessation plan from your health practitioner. Where this includes a prescription, it will be sent to Best + Well for dispensing.

### 3. Put Best + Well products in your cart

Purchase legal Australian standard smoking cessation products from Best + Well.

### 4. Sit tight

Receive your products delivered to your door.





# Living Best + Well

## While You're Here, Have You Tried These Health Tips?

### HEALTH TIP #1

## Have a Relaxing Morning Routine

If you find nicotine cravings more intense in the morning, this could be due to a **drop in your nicotine levels** after 6–8 hours of sleep. Instead of reaching for your cigarettes, consider planning a different wake-up routine to **divert your attention from smoking**. This will set the tone for the rest of the day.

#### Bonus tips:

- + Keep gum, mints, or nuts in the locations where you previously kept your cigarettes.
- + Start each day with a planned activity that will keep you busy for an hour or more. This will distract you from thinking about smoking.
- + Begin each day with deep breathing and by drinking one or more glasses of water.

## HEALTH TIP #2

# Remind Yourself Why You're Quitting

Write a personal list of all the reasons you want to quit smoking and post it somewhere visible.

Your list might include things like:

- + I will have more energy
- + I will not wake up coughing
- + My clothes and breath will smell better
- + The longer I do not smoke, the less I will crave cigarettes





A woman with dark hair is sleeping peacefully in a bed. She is wearing a light blue tank top and is covered by a blue duvet. Her hands are clasped near her face. The room is dimly lit, with a soft blue light illuminating the scene.

### HEALTH TIP #3

## Create Nightly Self-Care Rituals

Studies show that nicotine withdrawal and cravings can cause you to feel **anxious, irritable and restless**, leading to disturbed sleep.

Consider creating **nightly rituals** like limiting your screen time before bed, taking a warm bath to relax your mind, and listening to music to help you drift off to sleep easily.





#### HEALTH TIP #4

## Kick the Hand-to-mouth Habit

Doing something creative with your hands can help **relieve stress and take your mind off of smoking**. Keep your mind and hands occupied by trying craft hobbies like knitting, woodworking, sculpting or baking.



A woman and a man are walking through tall, golden-brown grass on a beach at sunset. The woman is in the foreground, wearing a grey beanie, a black vest over a light-colored long-sleeved shirt, and dark pants. She is smiling and looking towards the right. The man is walking behind her, also smiling, wearing a dark jacket and a black beanie. The background shows a sandy beach and the ocean under a warm, orange sky.

## HEALTH TIP #5

# Substitute a Smoking Break with a Blockie Instead

Taking walks in nature – or around the block – can help with managing stress levels, triggers and cravings. By spending as little as five minutes in the sun, you can **boost your dopamine** too, improving mood, motivation, and self-esteem.

We'll sleep  
better when  
you breathe  
better.

Your journey to a smoke-free  
lifestyle starts at **bestnwell.com**