



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs  
Single Market Enforcement  
Notification of Regulatory Barriers

Notification Number : 2025/9001/NO (Norway)

## **Draft Regulations on standardised electronic cigarettes and refill containers**

Date received : 23/01/2025

End of Standstill : 24/04/2025

### **Message**

Message 901

Communication from the Commission - TRIS/(2025) 0187

Procedure for the provision of information EC - EFTA

Notification: 2025/9001/NO

Notification – Notificación – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificaci3n – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – F3ogra a thabhairt

Does not open the delays - N'ouvre pas de d3elai - Kein Fristbeginn - He ce передвижда период на прекъсване - Nezahajuje prodlení - Fristerne indledes ikke - Καμία 3ναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a kés3seket - Non fa decorrere la mora - Atid3jimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera op3znień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20250187.EN

1. MSG 901 IND 2025 9001 NO EN 23-01-2025 NO NOTIF

2. Norway

3A. Royal Ministry of Trade, Industry and Fisheries  
Departement of Trade Policy  
P.O. Box 8090, Dep  
NO-0032 Oslo  
Norway

3B. Royal Ministry of Health and Care Services  
Department fo Public Health  
P.O. Box 8011 Dep  
NO-0030 Oslo  
Norway

4. 2025/9001/NO - X40M - Labelling and advertising

5. Draft Regulations on standardised electronic cigarettes and refill containers



6. Electronic cigarettes and refill containers.

7.

8. The proposal includes a new Regulations on standardised packaging for e-cigarettes and refill containers, both with and without nicotine.

Standardised packaging refers to uniform design and labeling of all packages. Thus, the use of manufacturers' own logos, trademarks, symbols, images, colors, or other forms of advertising will not be allowed. Standardisation means that the packages will be a single color, and the application of brand and variant names, as well as producer information, should follow standardized color, placement, font, and size. The proposal also includes regulations on the colour of e-cigarettes, the design of refill containers, the colour of e-liquid and certain other elements, such as barcodes and packaging material.

The proposal is based on the existing Norwegian regulations for standardised tobacco products, as well as the regulations of standardised e-cigarettes in Denmark and Finland.

9. Tobacco smoking is the leading single cause of illness and premature death in Norway. The use of e-cigarettes also poses risks for serious health damage. Children and young people are particularly vulnerable to the harmful effects of tobacco products and other nicotine products. With this proposal of new regulations on standardised electronic cigarettes and refill containers, the Ministry aims to reduce children's access to e-cigarettes and refill containers, and by this protecting public health.

The Norwegian Tobacco Control Act includes a long-term goal for a tobacco-free society. It is also a goal in the government's tobacco control strategy to achieve a tobacco and nicotine free generation. A WHO report from 2019 recommends that countries introduce measures to hinder the uptake of e-cigarettes among young people, including regulations such as flavour ban and standardised packaging.

Further grounds are included in the attached Impact assessment.

10. References of the Basic Texts: The basic texts were forwarded with an earlier notification:  
2023/9003/N

11. No

12.

13. No

14. No

15. Yes

16.

TBT aspects:

The draft is a technical regulation or a conformity assessment

SPS aspects: No

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European Commission



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