# New disposable vape ban ignored by Nottingham retailers day after launch



In the wake of a new legislative measure aimed at curbing the use of disposable vapes, an investigation in Nottingham has unveiled unsettling realities regarding compliance among local retailers. Despite the ban on single-use vapes taking effect on 1 June 2025, a journalist visiting five shops in the city centre reported purchasing banned products from each store. These included the vibrant, fruit-flavoured Crystal Bars, deemed particularly appealing to underage users, which were among the key concerns driving the recent legislative change.

The findings raise serious questions about the industry's awareness of existing regulations. Several retailers appeared unaware of the law, while others openly acknowledged that they would continue to sell these products. The investigation highlights a troubling trend: even specialised vape shops sold devices that not only exceeded the legal nicotine limit but seemed to have operated outside vaping regulations for some time. This situation raises significant challenges for enforcement, as compliance becomes increasingly difficult when even dedicated retailers are struggling to adhere to the law.

Alarmingly, one of the vapes purchased was found to provide 4,000 puffs—far surpassing the legal maximum for single-use products. Such blatant disregard for regulatory standards suggests a deeper issue, where the enforcement of vaping laws is insufficient, allowing non-compliance to persist unchecked. This scenario not only undermines the efforts of regulators but also jeopardises public health initiatives aimed at protecting younger demographics from harmful products.

Experts in the field have expressed concerns surrounding the easy accessibility of these products to minors. The brightly coloured packaging of many disposable vapes only exacerbates these worries, reinforcing calls for stricter enforcement and a reassessment of how laws are communicated to those within the vaping industry. The implications of this investigation are far-reaching, indicating a need for substantial reforms not only in enforcement practices but also in how these regulations are enforced at retail levels.

As the government and health organisations weigh their next steps following this troubling revelation, ongoing discussions surrounding the balance between consumer rights and public health will undoubtedly rise to the forefront. The lingering question remains: how can effective enforcement be implemented to ensure that the intended protective measures against vaping, particularly for youths, are genuinely upheld?

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.talkingretail.com/news/industry-news/investigation-finds-disposable-vapes-on-sale-at-nottingham-stores-a-day-after-ban-02-06-2025/), [[2]](https://www.talkingretail.com/news/industry-news/investigation-finds-disposable-vapes-on-sale-at-nottingham-stores-a-day-after-ban-02-06-2025/)
* Paragraph 2 – [[3]](https://www.talkingretail.com/news/industry-news/investigation-finds-disposable-vapes-on-sale-at-nottingham-stores-a-day-after-ban-02-06-2025/), [[4]](https://www.talkingretail.com/news/industry-news/investigation-finds-disposable-vapes-on-sale-at-nottingham-stores-a-day-after-ban-02-06-2025/)
* Paragraph 3 – [[5]](https://www.talkingretail.com/news/industry-news/investigation-finds-disposable-vapes-on-sale-at-nottingham-stores-a-day-after-ban-02-06-2025/), [[6]](https://www.talkingretail.com/news/industry-news/investigation-finds-disposable-vapes-on-sale-at-nottingham-stores-a-day-after-ban-02-06-2025/)

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## Bibliography

1. <https://www.talkingretail.com/news/industry-news/investigation-finds-disposable-vapes-on-sale-at-nottingham-stores-a-day-after-ban-02-06-2025/> - Please view link - unable to able to access data
2. <https://www.talkingretail.com/news/industry-news/investigation-finds-disposable-vapes-on-sale-at-nottingham-stores-a-day-after-ban-02-06-2025/> - An investigation in Nottingham city centre revealed that, despite the ban on single-use vapes effective from 1 June 2025, retailers continued to sell these products. The journalist purchased banned disposable vapes from five shops, including colourful Crystal Bars, which are believed to appeal to underage users. Concerns were raised about compliance and awareness within the industry, especially when a specialist vape store sold a device exceeding the legal nicotine limit. This suggests that some retailers have long operated outside of vaping regulations, highlighting enforcement challenges.
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