

Totally Wicked e-liquid Involved In a Complaint to the Press Complaints Commission

/EINPresswire.com/ [Totally Wicked](#) e liquid has filed a complaint against the [Lancashire Evening Post](#) (LEP), for inaccurate and misleading reporting found in an article published on the 3rd May 2013.

Totally Wicked e liquid has filed a complaint against the Lancashire Evening Post (LEP), for inaccurate and misleading reporting found in an article published on the 3rd May 2013. They have requested a retraction of the entire article and the printing of a full apology.

The LEP published a three-page special report regarding [electronic cigarettes](#) calling it "Keep tabs on 'safe' e cigs". The article in question gives the reader the impression that electronic cigarettes are harmful, e-liquid is an unknown quantity, electronic cigarettes are unregulated, can be sold to minors and are specifically marketed as a quit smoking product and should therefore be brought under medical licence regulations.

Writing about only one man's experience of using an electronic cigarette for four days, after having smoked for 25yrs, the man in question allegedly developed symptoms that were attributed to the electronic cigarette, yet no professional diagnosis was given to corroborate his story, instead, it was used as a launch pad for 'vox pox' pieces, where four people were randomly stopped in the street and were asked questions that alluded to an apparent lack of e-cigarette regulation.

Electronic cigarettes are regulated under the General Product Safety regulation, CHiP regulations, Weights and Measures regulations, plus general consumer protection, of which the head of Lancashire County Council's trading Standards team confirmed in the article, yet this was ignored throughout. Due to the mentioned regulations all ingredients of e-liquids must be displayed on the packaging of the bottles, and it is illegal to sell to anyone under the age of 18. Researchers are arriving at the conclusion that e-cigarettes are far less harmful than cigarettes, and Totally Wicked does not claim that e-cigarettes can be used as a quit smoking aid, as they are not a medicinal product.

At present there appears to be much misrepresentation of e-cigarettes in local newspapers, and



Totally Wicked E liquid, Tornado Tank electronic cigarette

Totally Wicked looks forward to the opportunity of correcting this.

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Press release courtesy of Online PR Media: <http://bit.ly/10Zlp8e>

This press release can be viewed online at: <https://www.einpresswire.com/article/149951308>

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