E-liquid commonly contains nicotine, an addictive agent delivered to the user via the inhaled aerosol. The concentration of nicotine in e-cigarette cartridges typically ranges from 6-24mg/mL, however it can be much higher. Moreover, e-cigarette packaging has been shown to misrepresent nicotine content. The current study sought to assess strategies that countries across the globe are taking to regulate nicotine in e-cigarettes and e-liquids.

**Background**
- National policies regulating e-cigarettes were identified primarily through direct contact with representatives of Ministries of Health or tobacco control experts in approximately 130 countries.
- Media monitoring was also used to identify emerging or new e-cigarette product regulation or legislation.
- Copies of written policies were reviewed and policies related to levels and concentration of nicotine were summarized.
- Data were verified by in-country experts.

**Methods**
- The policy search identified 83 countries that had a policy that is being applied to regulate e-cigarettes as of October 2017.
- Twenty-eight countries regulate the amount of nicotine in e-liquids and single use e-cigarettes including the concentration and volume of nicotine.
- All of these countries were in the European Union (EU), applying the EU Tobacco Products Directive.

**Results**

**EU Tobacco Products Directive requirements for nicotine level and concentration in e-cigarettes and refill containers**
- Nicotine concentration: 20mg/mL max
- Volume in single use e-cigarette: 2mL max
- Volume of refill bottle: 10mL max

**Conclusions**
- There are currently no countries outside of the EU regulating e-cigarette nicotine concentration at the national level.
- Understanding approaches to product regulation including limiting nicotine is a necessary first step to assessing the impact of policies on public health.

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