Two retailers selling nicotine-inhaling products to under-18s were prosecuted at Chelmsford Magistrates Court following Essex Trading Standards investigations.

Liverpool Mobile & Electronics, Basildon, was fined £1,500 after pleading guilty. The business must also pay a victim surcharge of £600, as well as £5,000 in costs.

Aren Fazil Jalal – known as Lawa Jalal – working at Vape Zone, Brentwood, was fined £500 after being found guilty. He must also pay a victim surcharge of £200 as well as £500 in costs.

Essex Trading Standards began investigations following several complaints from members of the public about age-restricted products being sold to children.

The retailers received advisory visits from Essex Trading Standards before underage test purchasing operations began in August 2024.

Liverpool Mobile & Electronics sold an Elf Bar 600 pink lemonade disposable vape, with 2% nicotine content, to a 15-year-old volunteer without carrying out ID checks.

Aren Fazil Jalal sold the same product in strawberry kiwi flavour to a 15-year-old volunteer, without carrying out ID checks, while working at Vape Zone.

Councillor Mark Durham, Cabinet Member with responsibility for Trading Standards at Essex County Council, said: “Sellers of age-restricted goods, including vapes, must ensure they are vigilant and always ask to see proof of age before making a sale to a young person.

"They must have robust processes in place, including staff training, to guard against any illegal underage sales.

“These prosecutions show how seriously we take this issue. Businesses which break the law in Essex will be targeted by Trading Standards.”

* Essex Trading Standards should be contacted if there are suspicions a shop is selling age-restricted products to children.
* Essex residents can call the Citizens Advice Consumer Service on 0808 223 1133 or visit [www.citizensadvice.org.uk/consumer](http://www.citizensadvice.org.uk/consumer/)

**Cllr Peter Schwier AIEMA**

**Cabinet Member for Environment, Waste Reduction & Recycling**

**Chair, East of England Regional Climate Change Forum**

Hedingham Division, Essex County Council

Renewal, Equality & Ambition

Safer, Greener, Healthier

T: 01787 460473

E: cllr.peter.schwier@essex.gov.uk