

SHOPBREEZE

shopbreeze.ca | Canada's Premium Disposable Vape Store

Case Study

ShopBreeze

Age-Gated D2C Vape Retail | Shopify E-Commerce Canada

PROJECT OVERVIEW

ShopBreeze is a Canadian direct-to-consumer retailer selling the Breeze brand of premium disposable vapes. The product catalogue spans four device lines: Breeze Pro, Breeze Prime, Breeze Elite, and Breeze Mega, plus an e-liquid range. The store operates nationally across Canada, navigating a heavily regulated product category with province-specific age verification rules and federal nicotine labelling requirements enforced by Health Canada.

THE PROBLEM

Selling nicotine products online in Canada is not like selling most consumer goods. The business faced a layered set of problems that went well beyond building a standard storefront:

- Canadian vape regulations require age verification before any product is displayed, and the age threshold varies by province, making a static gate insufficient
- Health Canada mandates specific nicotine warnings on all product-facing pages, which needed to be woven into the UI without harming conversion
- The brand wanted to run national shipping promotions (free shipping over \$59) and multi-unit bundle deals (6-pack for \$99) while keeping pricing compliant with the federal vape excise tax framework
- Loyalty and repeat-purchase programs needed to function smoothly given that the target customer buys frequently and in volume
- The brand had no existing Canadian web presence and needed to compete with established vape retailers from day one

THE SOLUTION WE ARCHITECTED

We built a fully custom Shopify store with a province-aware age gate as the first interaction. Before any product is visible, visitors select their province and confirm they are 19 or older. The gate is not cosmetic: it controls access at the session level and surfaces the correct legal messaging per province.

Core architecture decisions:

- Province-select age gate with session persistence, built in Liquid with JavaScript, so returning visitors are not re-prompted on every page
- Health Canada warning banners integrated into product page templates as non-dismissible components, placed to satisfy regulatory positioning without blocking product imagery
- A tiered product navigation system separating each Breeze device line into its own collection, with flavour variants surfaced as individual products rather than variants, improving SEO discoverability for flavour-specific search terms
- Shopify Scripts for cart-level promotions handling free shipping thresholds and bundle pricing automatically
- A loyalty programme page and reorder shortcut in the navigation for high-frequency customers
- Mobile-optimised layout as the primary build target, given that vape consumers predominantly browse and purchase on phone

TECH STACK

Platform	Shopify
Theme	Custom Liquid / Shopify Online Store 2.0
Age Gate	Custom Liquid + JavaScript (province-aware, session-stored)
Frontend	HTML, CSS, JavaScript, Liquid Templating
Payments	Shopify Payments (Visa, Mastercard, Debit)
Promotions	Shopify Scripts for cart discounts and bundle pricing
Compliance	Health Canada nicotine warning components, age-gate modal
SEO	Flavour-level product pages for search intent capture
Social	Instagram and TikTok integration
Currency	CAD with tax handling per province

THE END PRODUCT

The live store at shopbreeze.ca handles all Canadian D2C vape sales for the Breeze brand. Every visitor passes through age and province verification before reaching any product. The catalogue is cleanly separated by device line and flavour, with collection pages for each of the four Breeze models plus e-liquids.

The promotional mechanics work automatically at the cart level: the shipping banner counts down to the free shipping threshold, and bundle pricing applies without discount codes. The site competes across all major Canadian provinces and has a wholesale inquiry pathway for B2B buyers alongside the retail channel.