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# TOBACCO MARKETING UPDATE

## What's New in Tobacco Marketing?

### Take Note: High Light Vape Available in the U.S.

High Light Vapes attracted [some media attention](#) in the fall for their uncanny resemblance to standard highlighters. Until April 2024, the disposable product was only available in Central and South America; now consumers in the United States can have one shipped to their door within three to seven business days.

High Light Vapes come in 20 different flavors with bright colors to match, and the brand's logo mimics the swooping Sharpie font. The company markets their Office 4 and Office 6 devices (4000 and 6000 puffs, respectively) as options for any working professional who "wants to vape on the go without drawing unwanted attention to themselves." Convenience and discretion are their two biggest selling points, but they aren't fooling anyone. Highlighters are not just office supplies—they are school supplies too. These devices and the company's bright, colorful marketing undeniably appeal to youth who want to hide their vapes in their pencil pouches.

The FDA issued [a warning letter to the company](#) on August 23, 2023 for selling and distributing the unauthorized product, calling out its "particularly concerning youth appeal." The agency urged High Light Vape to "address any violations" and "bring the tobacco products...into compliance" under threat of regulatory or legal action, though it seems the FDA has not issued either penalty. Project WATCH staff purchased two devices online in April without any complications or age verification.

Minnesota [passed "deceptive vapor products" legislation \(lines 108.13-109.8\)](#) prohibiting the marketing, promotion, advertisement, distribution, or sale of vapor products that resemble food, school supplies, or any other non-vapor product this session. These deceptive products are (and always have been) sold illegally without FDA approval. The need for strong, timely enforcement is greater than ever.



Above: Email received from High Light Vape on April 16, 2024 displaying five of the 20 product flavors.

## Congratulations Minneapolis!

The Minneapolis City Council voted unanimously in April to prohibit price promotions and the redemption of coupons for commercial tobacco products, among other measures. The tobacco industry sends deals and special coupons to customers to lower prices and keep folks coming back for more, particularly targeting people of color and those in low-income neighborhoods. Congratulations to Minneapolis for putting a stop to this predatory marketing and putting community health over industry profits!



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## The Booming Landscape of Oral Nicotine Products

Oral nicotine products, and nicotine pouches in particular, have become extremely popular over the past few years. Brands like Zyn, Rogue, on!, and Velo continue to claim an increasingly large piece of the commercial tobacco market, so much so that leading tobacco giants like [Philip Morris International have shifted their marketing strategy](#) away from cigarettes to championing a “smoke-free future” instead.



### Loon Nyxx

Loon is the latest company in the nicotine pouch game. They announced their new pouches, called Loon Nyxx, in February 2024 and launched a brand-new website for them in April. Unlike their e-cigarettes, Loon can ship their pouches to all 50 states, as the [Prevent All Cigarette Trafficking \(PACT\) Act](#) only regulates cigarette, smokeless tobacco, and e-cigarette mailing. Customers can choose from nine flavors and two nicotine strengths: 7mg and 14mg.



**Left:** Email received from Loon on April 25, 2024 displaying all nine flavors of their new nicotine pouches.



**Right:** Email received from Loon on April 25, 2024 announcing their new website for Loon Nyxx and nationwide shipping.

Our brand new **LOON NYXX** website is now live at [www.loonnyxx.com](http://www.loonnyxx.com) ! We are thrilled to announce that we are now shipping to all 50 states!

### Obvious Competition

No other nicotine pouch brand offers 14mg pouches, but it likely won't be long until they do. As more companies sell nicotine pouches, competition between them becomes more obvious. Each brand is looking for a unique edge in the market. This has meant offering higher nicotine strengths to match or exceed those of other brands, expanding flavor offerings, or adding flavor beads to the pouches, like Lucy Breakers.

**Below:** Testimonial featured in an email received from Lucy on April 5, 2024 comparing Lucy's nicotine pouches to Zyn.

#### LET ME TELL YOU A STORY!

“Let me tell you a story: I've been a Zyn guy for a little while now, and after having these I'll never go back.

Not only do I love the flavor but the pouch shape is phenomenal.”

**DREW S.**  
★★★★★



Shop Pouches

Direct competition is apparent in the companies' promotional materials. One marketing email from Lucy (left) featured a five-star review of their pouches that says: “I've been a Zyn guy for a little while now, and after having these I'll never go back.”

The buzz around nicotine pouches has made its way to the nation's capital, with Zyn at the forefront. Senate Majority Leader [Chuck Schumer called for a federal crack down on Zyn](#) in January, though the government has not proposed any serious regulations on the products since. Sales continue to climb, and product safety research tries to catch up.