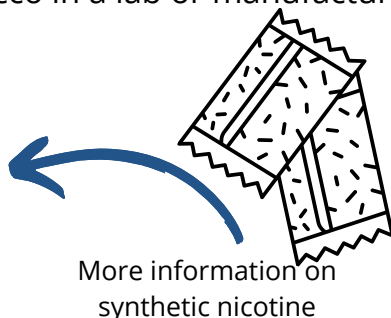


Oral nicotine products, including nicotine pouches, lozenges, and gums, have surged in popularity in recent years. Among these, nicotine pouches have quickly become the popular option, particularly among youth.¹ These pouches deliver nicotine discreetly, without smoke, spit or odor, making them an attractive choice for many users.

WHAT ARE NICOTINE POUCHES?

- Nicotine pouches are small, “tobacco-free” pouches that users place between their gum and lip. They release nicotine slowly and are spit-free.
- The pouches typically last for 20-60 minutes, during which nicotine is absorbed through the lining of the mouth.²
- Brands like Zyn, Velo, and On! (pictured right) dominate the market. Zyn, especially, has become a go-to brand due to its variety of flavors and attractive rewards program.³

Oral nicotine products contain powder nicotine-filled pouches that the user places between the upper lip and gums. Unlike smokeless commercial tobacco products, they do not contain tobacco leaf but rather nicotine derived from tobacco in a lab or manufactured synthetically.⁵



Above: examples of popular oral nicotine products currently on the U.S. market.

REGULATION OF NICOTINE POUCHES.

FDA Authority: Oral nicotine products (ONPs) are not classified as smokeless commercial tobacco products due to the absence of tobacco leaf. The FDA requires manufacturers to submit information, use nicotine warning labels, and comply with some marketing restrictions.⁴ However, there are no current federal regulations preventing or restricting the sale of oral nicotine pouches.

Youth Access: Despite federal and state age restrictions, the ease of purchasing can undermine these protections, allowing underage users to access these products more easily.

Health Labeling: While required to display warnings about nicotine addiction, the long-term health implications of these products remain largely unknown.

APPEAL TO YOUTH AND POTENTIAL RISKS

APPEAL TO YOUNG PEOPLE

Targeted Marketing

Advertisements for oral nicotine pouches emphasize the “freedom” of using nicotine pouches anywhere. Brands such as Zyn have a rewards program where users can collect points and win prizes such as Apple AirPods, Target gift cards and Yeti coolers.⁶

Discreet and Convenient

The small size and lack of odor allows users to consume nicotine without drawing attention, making it easier for youth to use them undetected.

Flavor and Nicotine Variety

Nicotine pouches come in appealing flavors such as wintergreen, fruit, and cinnamon. Research indicates that flavored nicotine products are more likely to be used by youth compared to adults.⁷ Nicotine pouches also come in a wide range of nicotine strengths, some as high as 28 mg.

HEALTH IMPACTS

- The nicotine in nicotine pouches can cause gum disease by damaging the tissue and making it more susceptible to infection.⁹
- Nicotine pouches can raise your heart rate and blood pressure, which may increase the risk of heart problems.¹⁰
- Nicotine can cause dry mouth, which can lead to tooth decay, bad breath, and other dental problems.¹⁰
- Nicotine pouches can cause mouth sores, gum problems, and tooth sensitivity.¹⁰

THE RISE OF ZYN

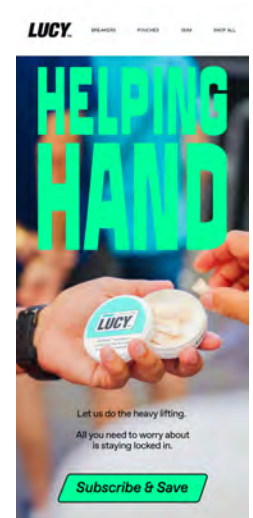
One of the fastest-growing nicotine product categories, between 2018 and 2023, the number of Zyn cans shipped in the U.S. rose from 6 million to 334 million.⁸

ENDING THE SALE OF ALL FLAVORED COMMERCIAL TOBACCO PRODUCTS.*

- States, cities, and counties can end the sales of flavored commercial tobacco products to protect youth and targeted populations.
- Six states and over 380 cities and counties restrict flavored commercial tobacco sales.¹¹
- Studies show that ending the sale of flavored commercial tobacco products reduces the chance that teens will ever try commercial tobacco products.¹²



Advertisements for Zyn rewards program.



Advertisements for Lucy's Subscription program.



See our 'Flavored Commercial Tobacco Products' factsheet at ansrnm.org for more information



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References are available at ansrnm.org

*Tobacco in this document refers specifically to the use of manufactured, commercial tobacco products, and not to the sacred, medicinal and traditional use of tobacco by American Indians and other groups.