

Oral Nicotine Pouches

An oral nicotine pouch is a small bag (may look like a tea bag) that contains powdered nicotine. This product has become more popular since it was first sold in the United States in 2015¹. The Food and Drug Administration (FDA) has regulated these products since April 2022.

Types of Nicotine Pouches?²

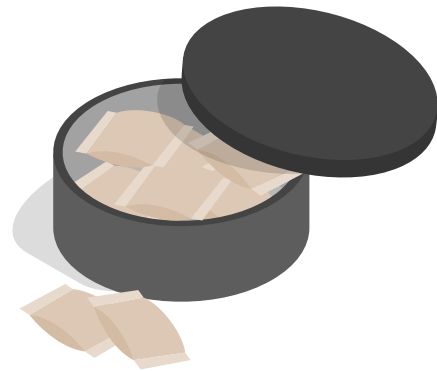
- Lab-made (synthetic) nicotine or tobacco-derived nicotine
 - » Do not contain any tobacco leaf
- Are often flavored and have added sweeteners
- Come in different nicotine strengths such as 3mg, 6mg, 8mg
- Used by placing the pouch between the cheek and gum
 - » Unlike chewing tobacco, they do not cause excess saliva and are sometimes called “spit-less”
- Popular brands are Zyn, On!, and Velo

Nicotine Pouches and Health

- There is not enough data to say if nicotine pouches are safe to use in the long-term²
- They are not safe for youth because nicotine in any form can harm the growing brain and body^{3,4}
- Nicotine addiction is possible with any nicotine product, but there are specific concerns with pouches¹
 - » Deliver nicotine into the body quickly which may lead to addiction
 - » Flavors can mask product harshness and may cause people to use more nicotine than planned

Can Pouches Help to Quit Smoking?⁵

- There is a lack of evidence that nicotine pouches are a safe and effective way to quit^{2,5}
 - » The long-term health impact of nicotine pouches is still unknown but nicotine in any form can harm the heart and respiratory system
 - » Nicotine pouches are NOT approved by the FDA to quit tobacco



For FREE help quitting nicotine products, call Kick It California at 800-300-8086

1. Stanfill et al. (2021). Characterization of total and unprotonated (free) nicotine content of nicotine pouch products. *Nicotine & Tobacco Research*, 1590–1596.
2. Robichaud et al. (2020). Tobacco companies introduce ‘tobacco-free’ nicotine pouches. *Tobacco control*, 29(e1), e145–e146.
3. McGrath-Morrow et al. (2020). The effects of nicotine on development. *Pediatrics*, 145(3).
4. Yuan, M. et al. (2015). Nicotine and the adolescent brain. *The Journal of physiology*, 593(16), 3397–3412.
5. Patwardhan, S., & Fagerström, K., *The New Nicotine Pouch Category: A Tobacco Harm Reduction Tool?*, *Nicotine & Tobacco Research*, 24 (4), April 2022, 623–625
6. *Are nicotine pouches safer than chewing, smoking or vaping?* (07/01/2021). Retrieved from <https://www.nebraskamed.com/cancer/lung/quit-smoking/are-nicotine-pouches-safer>
7. *Fact or Fiction: What to Know About Smoking Cessation and Medications* (03/28/2019). Retrieved from: <https://www.fda.gov/consumers/consumer-updates/fact-or-fiction-what-know-about-smoking-cessation-and-medications>