

EMERGING TOBACCO & NICOTINE PRODUCTS:

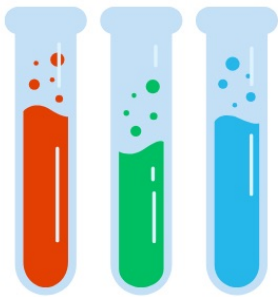
Nicotine Pouches

Stamford
Prevention
Council

DID YOU KNOW?

What are they?

Nicotine pouches are smokeless tobacco products placed between the lip and gum, often under the upper lip. Unlike snus, which contains shredded tobacco, these pouches use nicotine powder. They come in various flavors and nicotine strengths, produce no smoke or vapor, and require no spitting.



Chemicals Found in Nicotine Pouches

A study of 44 nicotine pouch products found cancer-causing chemicals, such as **ammonia, chromium, formaldehyde, and nickel**. Nicotine salt, a common additive, reduces irritation from high nicotine concentrations but poses health risks.

Harmful Effects of Nicotine

- ➔ Highly addictive
- ➔ Causes cardiovascular and respiratory issues
- ➔ Impacts brain development in adolescents
- ➔ Frequent use can lead to nicotine poisoning

Trends in Usage



Nicotine pouches like ZYN, On!, and Velo are rising in popularity, especially among young adults. In 2024, 480,000 U.S. youth reported using them—double the number from 2021—with 73% continuing their use.

Marketing Tactics

Tobacco companies target all ages, including teens. ZYN's #ZYN campaign gained 700 million TikTok views by early 2024, despite claims that nicotine pouches help adults quit tobacco—though they're not FDA-approved quit aids.



How You Can Help

- ★ Share resources from [Lung.org/quit-smoking](https://www.lung.org/quit-smoking)
- ★ Support users in quitting rather than switching products
- ★ Promote FDA-approved cessation medications and counseling
- ★ Report youth-targeted marketing violations to the FDA