

A VAPING CONVERSATION GUIDE FOR PARENTS

A new kid on the block

5 things you should know about nicotine pouches

Nicotine pouches are the latest product from Big Tobacco that can lead to nicotine addiction in children and teens — and they're even more accessible than vaping products.

- 1.** Nicotine pouches are the latest evolution of smokeless tobacco products. Sold under the brand name Zonnic and made by Imperial Tobacco, nicotine pouches were approved for sale in Canada in July 2023.
- 2.** Nicotine pouches are used similarly to chewing tobacco and snus, however they contain no tobacco. Each small teabag-like pouch contains powdered nicotine and flavouring. A pouch is placed between the cheek and gum for a gradual release of nicotine.
- 3.** Each pouch contains 3 to 4 mg of nicotine. That's as much as 3 to 4 cigarettes.
- 4.** Nicotine pouches are classified as a natural health product for nicotine replacement therapy (smoking cessation). As such, there is currently no legal minimum age to purchase this product.
- 5.** Nicotine pouches come in a variety of flavours that appeal to youth. They are popular with athletes (especially in hockey and football) as they are a stimulant that doesn't affect lung capacity.

