



nicotine

Oral Nicotine Pouches



Oral nicotine pouches are a new category of tobacco product that includes brands such as **Zyn**.

- These pouches use flavors that are proven to attract teens.
- 13% of 15-24 year olds surveyed in Fall 2020 were past 30-day users of pouches.
- These pouches do not contain tobacco leaves, like snuff, but they do contain nicotine.
 - Each pouch can contain up to 6 milligrams of nicotine.
- **Zyn** nicotine pouch dollar sales in convenience stores increased 470% in the first half of 2020



Visit www.epicbh.org/EPIC-Buzz and watch the Tobacco video series for more information.