

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.

1. Nicotine pouches are the latest evolution of smokeless tobacco products. Sold under the brand name Zonic 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. Initially nicotine pouches were classified by Health Canada as a natural health product for nicotine replacement therapy (smoking cessation). As such, there was no legal minimum age to purchase this product and they were readily available at many corner stores. The Canadian Lung Association was part of a successful national campaign to change these rules, as of August 28, 2024.

5. Nicotine pouches are popular with athletes (especially in hockey and football) as they are seen as a stimulant that doesn't affect lung capacity.

