

FACTS ABOUT NICOTINE POUCHES

WHAT ARE NICOTINE POUCHES?

Nicotine pouches are small white bags filled with nicotine, water, plant-based materials, flavourings and sweeteners.

They do not contain tobacco. Not to be confused with snus.

They are placed between the gum and lip and left there for up to one hour. Common brands are Velo, Zyn and Nordic Spirit



PRODUCT INFORMATION

Currently they are not regulated in same way as vapes and can be sold to under 18s legally.

Youth appeal comes from the product being cheap, easy to use and conceal, and comes in wide range of flavours.

They come in different strengths of nicotine, typically between 6mg and 17mg, but some as high as 150mg



PROMOTION

Very popular amongst footballers, with a recent PFA survey finding 18 per cent professional male footballers and 22 per cent professional female footballers use them to; enhance performance, to relax and to suppress appetite.

Pouches are promoted on social media and out-of-home advertising. Displays of pouches are often near sweets and confectionary. Pouches are given away at festivals, gigs and in town centres. Most pouch brands are owned by Big Tobacco.

Pouch use amongst CYP is currently unknown, however we do know this is a growing market and much of the promotion is aimed at young adults.



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ILLEGAL POUCHES

Illegal versions of pouches are being seized more often. They have been found to contain more than 30mg of nicotine per pouch.

A toxic amount of nicotine is between 30-60mg in a dose.

Illegal pouch = up to 36mg Nicotine in one hour

Legal pouch = up to 17mg Nicotine in one hour

Disposable vape = up to 40mg over one or more days

Cigarette x 20 = up to 36mg over one or more days



POSSIBLE RISKS AND DANGERS

Nicotine is an addictive substance and is hard to quit once started.

Common side effects from nicotine use include;

nausea, dizziness, hiccups and sore mouth or gums.

There is the potential for nicotine poisoning through swallowing of pouches, toxic high strengths and illegal pouches being mislabelled.

Symptoms of poisoning would be; nausea, increased heart rate, headache, heavy breathing, confusion, fatigue, weakness and vomiting.

The pouches also pose a choking hazard if used incorrectly.



To report illegal pouches, tobacco or vapes please contact the South East hotline.

For further information or to make enquiries regarding nicotine pouches please contact trading.standards@kent.gov.uk

**TO SHARE INFORMATION
CALL 0300 999 6 999**