

# Emerging Nicotine Products E-Cigarettes, Nicotine Pouches A Brief Overview

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- I have no disclosures

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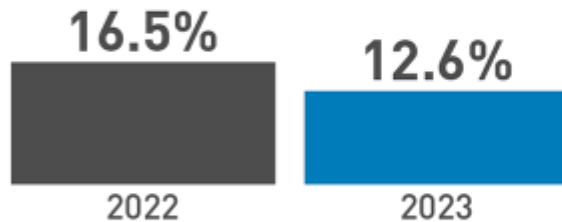


# 2023 NYTS Data: Youth Tobacco Use

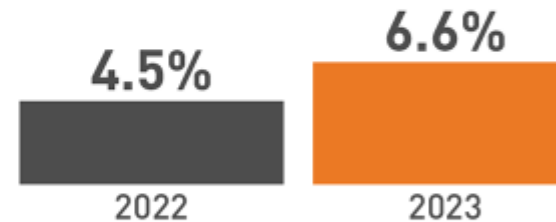
**NYTS**  
2023

About **2.8 million**  
youth currently use any tobacco product

Any tobacco use **decreased** among  
high school students



Any tobacco use **increased** among  
middle school students



Driven by a **drop**  
in high school e-cigarette use



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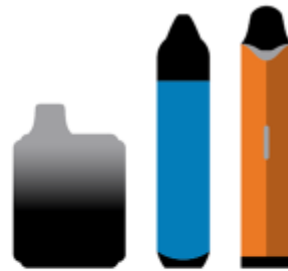
# 2023 NYTS Data: Youth Use for All Tobacco Products

**NYTS**  
2023

**10% of students**  
reported current use of any tobacco product

Among those who currently use a tobacco product:

**E-Cigarettes**  
were the most popular  
product for the  
**10<sup>th</sup> year** in a row



**Cigarette  
and Cigar**



use remain at an all-time low



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# 2023 NYTS Data: Youth Use for E-Cigarette Products

## Findings on Youth Use for E-Cigarette Products

**NYTS**  
2023

More than **2.1 million**

youth currently use e-cigarettes,

with a decline in high school students currently using e-cigarettes in 2022-2023

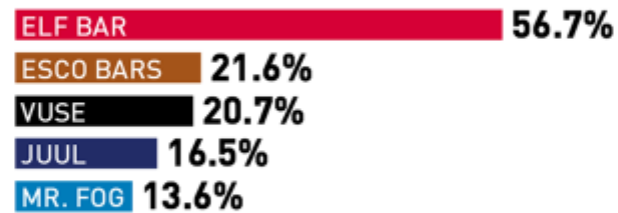
### Among youth who reported current use of e-cigarettes:

More than **1 in 4**



use e-cigarettes daily

The most popular brands include disposable and cartridge-based products, and the most commonly reported products were:



Almost **9 out of 10**



use flavored e-cigarettes



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# Zyn-made by Swedish Match are Nicotine Pouches Swedish Match was bought by Phillip Morris for \$ 16 Billion in 2022



ZYN (nicotine pouches), General (snus), Longhorn (moist snuff), Onico (pouch products with neither tobacco nor nicotine), America's Best Chew (chewing tobacco), Thunder (chew bags), Oliver Twist (tobacco bits), White Owl (HTL, homogenized tobacco leaf cigars), Game (natural leaf cigars), Fiat Lux (matches), and Cricket (lighters)



# Zyn Advertising and Flavors

Appearing innocuously in ads!



Orioles left hander DL Hall said he uses Zyn to break the dip habit- because Zyn does not have chemicals like dip







## ZYN Influencers

Tucker Carlson and Zyn Advertising Video

Anti-Woke juggernaut Joe Rogan and Shane Gillis

Nelk Boys- Full Send Hosts and more!

New Term MascuZynity

# What is a SOCIAL media influencer?

- They aren't traditional pitch people. Think of them more like the coolest kids on the block. They establish a following thanks to their personality, experience or expertise. They share how they're feeling, they share what they're thinking about, they share stuff they like — and sometimes they're paid by the company behind a product and sometimes they're not. They're incentivized to increase their following and, in turn, often their bank accounts. Young people are particularly susceptible to this kind of promotion because their relationship with influencers is akin to the intimacy of a close friend.

[https://www.nytimes.com/2024/01/12/opinion/children-nicotine-zyn-social-media.html?unlocked\\_article\\_code=1.WU0.1cIT.5XTFgyGWMA5H&smid=url-share](https://www.nytimes.com/2024/01/12/opinion/children-nicotine-zyn-social-media.html?unlocked_article_code=1.WU0.1cIT.5XTFgyGWMA5H&smid=url-share)

# What is ZYN? On! ? VELO ?

- Oral Nicotine Pouches are similar to SNUS-but the pouch contains a nicotine powder instead of tobacco leaf
- Comes in flavors- fruit, mint
- FDA does not classify this as a tobacco product
- Sales \$808.14 million in March 2022
- CDC included Oral nicotine pouches in the National Youth Tobacco Survey 2022 – 1.1% middle and high schoolers use pouches-85% use flavored pouches
- **Nicotine concentrations differ across oral nicotine pouch brands**
- Zyn is sold in 3 and 6 mg (Swedish Match/Phillip Morris) Flavors Bellini, Spearmint, Citrus
- Velo is sold in 2, 4, and 7 mg
- On! is sold in 1.5, 2, 3.5, 4, and 8 mg, (ALTRIA)
- On! Plus, will offer nicotine strengths of 6, 9, and 12mg
- **Rogue (honey lemon favor!) 3mg, 6mg (berry flavor)**
- **Lucy Pouches – 4mg, 12 mg**
- **Black Buffalo**
- **Fre Pouch 12mg, 15mg (Wintergreen, Mint)**



# How to Quit ZYN

## 1. Switch to lower dose nicotine replacement therapy

Switch to lower dose [nicotine replacement therapy](#) (NRT), like nicotine lozenges, about a week before your quit date. If you are already at the lowest dose of Zyn pouches (3 mg per pouch), you can switch to a lower dose nicotine lozenge (2 mg) or cut each nicotine lozenge in half. Using NRT and lowering your dose of nicotine can help you get through withdrawal and improve your chances of quitting.

## 2. Practice "mini quits"

Practice "mini quits" by not using one pouch that you would usually use. It will give you experience dealing with cravings. And your confidence will grow. We've got tons of tips and strategies in our [EX Community](#).

## 3. Extend the amount of time between pouches

In addition to lowering the dose of nicotine, try waiting longer between pouches. Even five extra minutes can help build skills to deal with cravings, and the confidence that you can quit.

## 4. Learn how to let a craving pass

Cravings can be intense, but they are just thoughts that come into your mind. You don't have to deny their existence. [You can learn how to let them come in, acknowledge them, and let them go](#) without using nicotine.

# Questions? Comments?

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