



Nicotine Pouches

Guidance for parents or
people working with
young people

IN PARTNERSHIP WITH



What are nicotine pouches?

- Smokeless, tobacco-free pouches placed under the lip.
- Contain nicotine and cellulose with added flavours and sweeteners.
- Currently not age restricted, but will be by 2027.
- Often marketed to younger audiences.
- Nicotine content varies from 6-20mg, with some claiming 50-150mg (a cigarette contains approx. 20mg).
- Less harmful than smoking but still addictive.
- Short term effects include mouth and throat irritation, nausea, vomiting & diarrhoea, increased BP and heart rate, gum & mouth sores, early nicotine addiction symptoms – restlessness, cravings, insomnia.
- Some are acidic, designed to soften the gum lining to allow a quick nicotine entry into the bloodstream - can cause serious gum lesions which lead to dental problems.
- Long term effects unknown.




Nicotine pouches are *not* tobacco pouches or “Snus”

- Nicotine pouches are often called “white snus”, but they aren’t Snus
- Snus contains **tobacco** in a pouch.
- Nicotine pouches are often confused with Snus.
- Snus is inserted under the gum in the same way as nicotine pouches.
- Snus is common in Scandinavia but has been banned in UK since 1992.





**What are the
concerns?**

- Reports suggest nicotine pouches are the next thing for teenagers to try – may replace vaping?
- Pouches are much less detectable than vapes, which may make them more appealing to young people.
- Currently not age restricted. Will be introducing age of sale restrictions to people under 18 years old as part of the Tobacco and Vapes Bill.
- No limit on strength, and a wide variety of strengths available
- Any product containing over 16.7mg nicotine must be labelled with a skull and cross bone and a list of ingredients (many aren't).
- Illicit products available – unknown, potentially dangerous contents.
- Nicotine is addictive – may be a gateway to cigarettes?



Read a recent news article on nicotine pouches: [The rising use of nicotine pouches snus - and risk to gums and teeth - BBC News](#)