

## WHAT ARE THEY?



Nicotine pouches

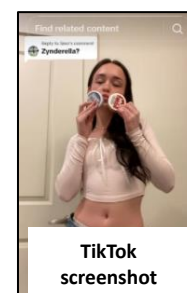
- Pouches or dissolvable 'pearls', placed between the gum and lip, allowing nicotine to be absorbed.
- They contain nicotine, but not tobacco.\*
- Tobacco companies produce several brands (e.g., ZYN). It is illegal to sell oral nicotine products in New Zealand, however, people may import them for personal use. The Government has proposed making it legal to sell these products in New Zealand.

## DO THEY HELP PEOPLE STOP SMOKING?

- Oral nicotine products can reduce symptoms of nicotine withdrawal.<sup>1-2</sup>
- However, to date, there have not been any adequately sized randomised controlled trials that have tested whether oral nicotine products reduce the number of cigarettes a person smokes or increase their likelihood of stopping smoking.<sup>2,3</sup>
- Evidence for other smoking cessation products is much stronger; for example, data from over 100 trials support the effectiveness of Medsafe-approved nicotine replacement therapy (NRT), such as gums and lozenges.<sup>4,5</sup>

## ARE THERE ANY RISKS?

- Oral nicotine products do not contain tobacco,\* so they are likely to be less physically harmful than cigarettes. However, that does not mean these products are risk-free.
- Long-term health risks are uncertain and may include nicotine addiction and negative effects on oral health.<sup>6,7</sup>
- It is possible that these products will be used by people who do not smoke. As seen with vaping products,<sup>8</sup> marketing of oral nicotine products is youth-targeted, and recreational use by young people is likely.<sup>9</sup>



TikTok  
screenshot



TikTok  
screenshot

Examples of youth-targeted marketing.<sup>10</sup>

\*This Snapshot focusses on tobacco-free oral nicotine products. For information on oral products that do contain tobacco please refer to our separate Snapshot on snus.

## LINKS TO MORE DETAILED INFORMATION

More information on **the composition of oral nicotine products** can be found [here](#) or by using the QR code below.



More information on **youth-oriented marketing of oral nicotine products** can be found [here](#) or by using the QR code below.



More information on the **evidence for oral nicotine products as cessation aids** can be found [here](#) or by using the QR code below.



You are also welcome to contact us at [ASPIRE.Aotearoa@otago.ac.nz](mailto:ASPIRE.Aotearoa@otago.ac.nz) with any questions.

## REFERENCES

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10. Image sources are listed at: <https://www.phcc.org.nz/briefing/oral-nicotine-products-expanding-nicotine-marketplace>.