

Get the Facts: ORAL NICOTINE POUCHES

Oral nicotine pouches are gaining popularity among teens and young people. Popular brand Zyn is being promoted on Tik Tok and other social media.



- Brand names include Zyn, On!, Velo, Juice Head, Lucy, and Rogue.
- Like other nicotine or tobacco products, oral nicotine pouches are sold in stores to ages 21 and up.
- Pouches are placed between the lip or cheek and gums, usually for 15 to 45 minutes. Nicotine powder inside the pouches is absorbed into the bloodstream through the mouth.
- **Nicotine is a highly addictive chemical that is especially harmful to the developing brains of young people under the age of 25. Nicotine use can decrease learning, memory and attention in young people. Nicotine can also deepen feelings of depression and anxiety.**
- Nicotine pouches can also cause gum damage, nausea, and cardiovascular problems.
- The amount of nicotine in each pouch varies by brand, but most contain between 2mg and 8mg, with some newer products containing up to 13mg.
- Like vape products, oral nicotine pouches come in many sweet and fruity flavors that are appealing to youth. Containers are colorful and resemble gum or mint tins.
- Nicotine pouches are more discreet than smoking or vaping, making it easier to hide, use and share the products in school.

PARENTS: Talk with your children/teens often about the risks of oral nicotine pouches, vaping, smoking, using marijuana, tobacco, and other substances.

Sources:

[Truth Initiative](#)

[Yale Medicine](#)

[Johns Hopkins University](#)

To access resources and information about preventing youth substance use in your community, visit cvcoalition.org

