

# NICOTINE POUCHES

## FACT SHEET

- Health Canada recently approved the sale of nicotine pouches (e.g. Zonnic), a product-manufactured by Imperial Canada Ltd., under the Natural Health Product Regulations, *Food and Drugs Act*.
- **Nicotine pouches are authorized only to help adults quit smoking.** They should not be used recreationally by nonsmokers, by people under the age of 18, or by others at risk of nicotine's toxic effects.
- Cessation aids fall outside of the Federal *Tobacco and Vaping Products Act* (TVPA) therefore, their sale to youth is not prohibited by law. Health Canada strongly advises retailers to sell these products exclusively to individuals aged 18+, to protect youth from nicotine addiction.
- Health Canada has authorized only one nicotine pouch (Zonnic), containing 4 mg of nicotine per dose. ZYN and other products have not been authorized in Canada.
- Users typically place the pouch between their gum and cheek, allowing the nicotine to be absorbed without inhaling smoke or vapor.
- Nicotine pouches work by releasing nicotine through the lining of the mouth, where it is absorbed into the bloodstream.
- Zonnic comes in two size packs, 10 or 24 pouches per pack. They have colorful packaging and come in flavors such as Tropic Breeze, Chill Mint, and Berry Frost.
- Under current legislation, Zonnic can be promoted on TV, billboards, social media, lifestyle advertising and by giving out free samples.
- These products are currently promoted in convenience stores and gas stations.



### Health Considerations:

- Prolonged use of nicotine pouches can lead to nicotine addiction and dependence, making it challenging to quit. Nicotine dependence can lead to use of tobacco products.
- Excessive amounts of nicotine can cause acute poisoning. Symptoms include nausea, vomiting, stomach upset, fatigue, headache dizziness, cold sweats, weakness blurred vision, mental confusion, irregular heartbeat, palpitations, and chest pain.
- Nicotine can increase heart rate and blood pressure.
- Nicotine is harmful to youth. It is highly addictive and interferes with brain development, induces anxiety, and affects memory, concentration, mood, and impulse control.

- Continuous use may lead to gum irritation, gum disease, and tooth enamel damage due to nicotine's contact with oral tissues.

### Appeal to Youth:

- Nicotine pouch flavors and the “hidden” use of pouches in the mouth may attract youth.
- Nicotine pouches are promoted as "smoke-free," "odorless," and "socially acceptable," appealing to youth who are concerned about the stigma of smoking or vaping.
- Marketing campaigns often emphasize convenience, freedom from ash and smoke, and the ability to use pouches discreetly in various settings.

Nicotine is harmful to youth. It is highly addictive and interferes with brain development, induces anxiety, and affects memory, concentration, mood, and impulse control.

### What you can do:

- Educate youth about nicotine risks and promote healthy alternatives
- Only use authorized nicotine pouches as directed
- **Keep nicotine products out of the reach of children and teens**

### Resources and Supports:

Health Canada: information available on the effects of nicotine on children and teens, and preventing children and teens from smoking and vaping

- [Risks of vaping - Canada.ca](https://www.canada.ca/en/health-canada/services/smoking-tobacco/vaping/risks.html#a2)
- [Preventing kids and teens from smoking and vaping - Canada.ca](https://www.canada.ca/en/health-canada/services/smoking-tobacco/preventing-kids-teens.html)

PEI Smoking Cessation Program: support to help you quit smoking or vaping

Email: [quitsmoking@gov.pe.ca](mailto:quitsmoking@gov.pe.ca)

Phone: 902-368-4319

[www.princeedwardisland.ca/quitsmoking](http://www.princeedwardisland.ca/quitsmoking)

Smokers' Helpline: free and personalized tools and services to help you quit successfully

Call: 1-866-366-3667

Text: “iQuit” to 123456

<https://smokershelpline.ca>

#### References:

Canada, H. (2023, September 12). *Government of Canada*. Canada.ca. <https://www.canada.ca/en/health-canada/services/smoking-tobacco/vaping/risks.html#a2>

Government du Canada. (2023, September 11). *Government of Canada*. Canada.ca. <https://www.canada.ca/en/health-canada/services/smoking-tobacco/preventing-kids-teens.html>

Government of Canada, H. C. (2024, March 20). *Recalls and safety alerts*. Canada.ca. [https://recalls-rappels.canada.ca/en/alert-recall/only-use-authorized-nicotine-pouches-directed-and-do-not-use-unauthorized-nicotine?utm\\_source=gc-notify&utm\\_medium=email&utm\\_content=en&utm\\_campaign=hc-sc-rsa-22-23](https://recalls-rappels.canada.ca/en/alert-recall/only-use-authorized-nicotine-pouches-directed-and-do-not-use-unauthorized-nicotine?utm_source=gc-notify&utm_medium=email&utm_content=en&utm_campaign=hc-sc-rsa-22-23)

NL Health Services. (n.d.). *Flavoured Nicotine Pouches: Fact Sheet*. Newfoundland and Labrador.

