

THE MORE YOU KNOW

What are oral nicotine pouches?

Pouches are a form of nicotine delivery that are growing in popularity. The product is derived from tobacco and contains nicotine.

The pouch is placed between the upper lip (or "upper decky") or lower lip (or "lower decky") and gum.



! OUR CONCERNS ABOUT ZYN

What is ZYN?

ZYN is the name of a popular brand of oral nicotine. ZYN are small pillow-like pouches that contain pre-portioned amounts of white nicotine powder.

ZYN comes in many flavors, including menthol, spearmint, cool mint, peppermint, wintergreen, citrus, coffee, unflavored, and cinnamon.

- ZYN comes in **3 milligram** and **6 milligram** nicotine pouches
- Each tin of ZYN contains **15-20 nicotine pouches**
- Adolescents use multiple pouches throughout the day, and **often place more than one in their mouth at once**

In 2023, the NYTS¹ showed a slight uptick to 1.5% of middle and high school students reporting having ever used nicotine pouches.

Two studies recently published by the **Stanford REACH Lab** with data collected in 2021 among a convenience sample of adolescents, young adults, and adults, showed that 1) ZYN is the most used and concerning oral nicotine pouch², and 2) among those 13-20 years old³:

11.1% had **ever used** a nicotine pouch

6.4% used a pouch in the **past 30 days**

5.1% used a pouch in the **past 7 days**

¹ <https://www.fda.gov/tobacco-products/youth-and-tobacco/results-annual-national-youth-tobacco-survey#2022%20Findings%20on%20Youth%20Tobacco>

² Liu, J., Halpern-Felsher, B. Popularity of Zyn and other nicotine pouch brands among U.S. adolescents, young adults, and adults in 2021. *Preventive Medicine*. 2024 August;185:108086. PMID: 36731224. DOI: 10.1016/j.ypmed.2024.108086

³ Gaiha, S., Lin, C., Lempert, L., Halpern-Felsher, B. Use, marketing, and appeal of oral nicotine products among adolescents, young adults, and adults. *Addictive Behaviors*. 2023 May;140:107632. PMID: 36731224. DOI: 10.1016/j.addbeh.2023.107632

LOOK OUT FOR



ZYN ON SOCIAL MEDIA & VOCABULARY

Terms such as "Zynning," "Zynnies," "Zynbabwe," along with "Zynfluencers," who are helping to promote ZYN use.



DISCREET PACKAGING

The container is similar to mints and icebreakers and are small enough to fit inside a pocket.



CONCERNING QUALITIES

Nicotine is a highly addictive chemical that are in ZYN pouches. ZYN pouches come in 3 milligram and 6 milligram pouches.



OF CIGARETTES IN A POUCH

6 MILLIGRAM POUCH = ~ 2-3 cigarettes



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