

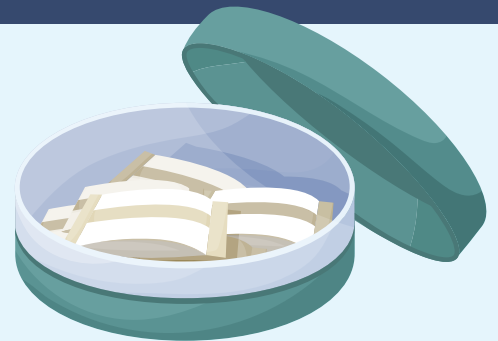
# What to Know About Nicotine Pouches

## A Resource for Parents, Caregivers, and Educators

### WHAT ARE NICOTINE POUCHES?

Also known as “Zyn”, “nic pouches”, and “lip pillow/decky”.

Nicotine pouches are small bags that contain nicotine/nicotine salts, water, sweeteners, and flavours. They sit against the gum, under the lip, and release nicotine for up to one hour.



### NICOTINE POUCHES ARE HARMFUL TO YOUTH

- Ⓞ Nicotine is highly addictive and children and youth may develop nicotine dependence more quickly.
- Ⓞ Nicotine affects memory and concentration, can alter brain development, reduce impulse control, and cause cognitive and behavioural issues in children and youth.
- Ⓞ Nicotine dependence can result in withdrawal and cause symptoms such as headaches, shakes, dizziness and feelings of anxiety or depression.
- Ⓞ Nicotine pouches are relatively new products and the long-term health impacts are not yet known.

### SAME NICOTINE AS VAPES, NEW PACKAGING

- Ⓞ The commercial tobacco and vaping industry is designing new products and may be using marketing strategies that appeal to children and youth.
- Ⓞ They market and sell nicotine pouches in fruity and sweet flavours with brightly coloured packaging.
- Ⓞ Nicotine pouches are promoted as being convenient and discreet – they fit in a pocket and are more difficult to spot than smoking or vaping.
- Ⓞ Nicotine pouches are popular on social media with influencers that may have large youth followings.

### NICOTINE POUCHES ARE ONLY RECOMMENDED TO HELP ADULTS QUIT SMOKING

As of February 2025, the only nicotine pouch that is approved for sale in Canada is ZONNIC:

- Ⓞ The purpose of ZONNIC nicotine pouches is to help people aged 18 years and older quit smoking.
- Ⓞ They are legally sold by health care professionals behind the pharmacy counter.
- Ⓞ Each ZONNIC pouch has 4 mg of nicotine. This amount is usually recommended for adults who smoke 25 or more cigarettes a day who want to quit smoking.

Unauthorized nicotine pouches in Canada include:

- Ⓞ Brands and flavours other than ZONNIC in “chill mint”.
- Ⓞ Nicotine concentrations higher than 4 mg per pouch.
- Ⓞ Products sold online and in retail stores like gas stations and convenience stores.

### TIPS TO SUPPORT YOUTH IN MAKING INFORMED DECISIONS ABOUT NICOTINE USE AND HEALTH

- Ⓞ **Be a positive role model:** Your attitudes and behaviours toward nicotine use are influential.
- Ⓞ **Have conversations about nicotine use and health:** Know your goals for the conversation, find the right time and place, provide factual information, practice active listening, and answer questions honestly.
- Ⓞ **Stay connected:** Support youth to build positive self-esteem, engage in meaningful activities like sports, arts or other, and create and maintain healthy relationships.

### FOR MORE INFORMATION AND RESOURCES

QuitNow  
quitnow.ca

Talk Tobacco  
smokershelpline.ca/talktobacco/home

Foundry  
foundrybc.ca



HealthyBC



fraserhealth  
Better health. Best in health care.



Interior Health



northern health  
the northern way of caring

Vancouver  
CoastalHealth