

## What are Oral Nicotine Pouches?

Oral nicotine pouches are small fibre pouches containing nicotine, flavorings, and other chemicals. These pouches are placed between the lips and the gums and release nicotine into the bloodstream.

## Contents

### Nicotine salts

- Oral nicotine pouches contain nicotine salts. Nicotine salts are formed when nicotine is combined with an acid. This is done to lower the pH and allow for higher nicotine concentrations
- Nicotine salts are more potent and absorb faster than free-based nicotine, which is the pure form of nicotine

### Tobacco Specific Nitrosamines

- The majority of oral nicotine pouches contain highly carcinogenic (cancer causing) amines like nitrosamine ketone (NNK) and N-nitrosornicotine (NNN)

### Flavours

- Oral nicotine pouches are produced in a variety of sweet, mint, and fruity flavours
- As of 2024, Health Canada only permits mint and menthol flavoured oral nicotine pouches
- Oral nicotine pouches that claim to be unflavoured often still contain sweeteners and cooling agents to improve palatability and addictiveness

### Other chemicals

- In a study of 50 oral nicotine pouches, nearly 200 different chemicals were found, many of which were not listed on the ingredients label. Some were not approved for human consumption

## How do Oral Nicotine Pouches Compare to Traditional Nicotine Replacement Therapies?

	Nicotine Replacement Therapy	Oral Nicotine Pouches
Nicotine Source	Free-based nicotine (lower nicotine)	Nicotine salts (higher nicotine)
Flavours	Unflavored or mint	Sweet, mint, and fruity flavours
Risks	Contain health regulated content	Contain unregulated chemicals that increase health risks

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A consumer's guide to

# ORAL NICOTINE POUCHES

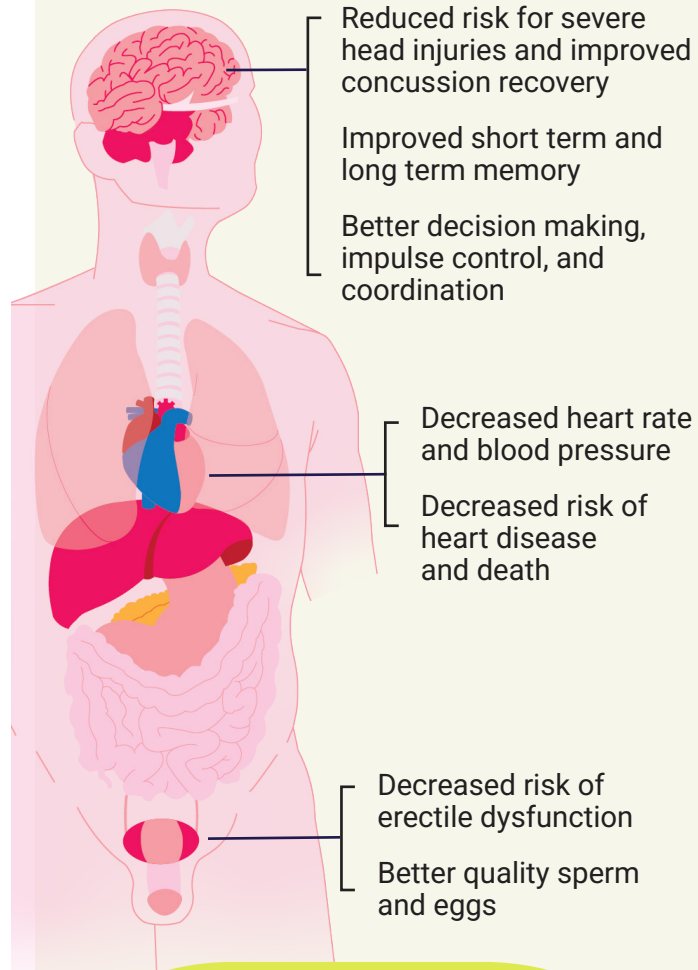
Contents & Health Effects



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## How can Quitting Nicotine Improve your Health?

Avoiding oral nicotine pouches usage can prevent the following health issues:



## How do oral nicotine pouches affect overall health?

Oral nicotine pouches have significant impacts on the health of users' mouths, heart, and blood vessels. Avoiding the use of oral nicotine pouches, as well as other forms of nicotine, is a powerful way to improve overall health!

## What are tobacco-free oral nicotine pouches?

Tobacco-free oral nicotine pouches contain synthetic nicotine that was made in a lab instead of being sourced from the tobacco plant

Tobacco-free  $\neq$  nicotine-free

## Is synthetic nicotine safer than nicotine derived from tobacco?

Synthetic nicotine and tobacco derived nicotine contain the same chemical structure and therefore, the same addictive and harmful effects

## Is nicotine poisoning possible when using oral nicotine pouches?

It is possible to overdose on oral nicotine pouches. Using large amounts of nicotine in a short time can lead to nicotine poisoning, which is life threatening

## How do Oral Nicotine Pouches Affect Oral Health?

Avoiding oral nicotine pouches usage can prevent the following oral health issues:



Blisters and skin changes where the pouch is held in the mouth



Gum recession that may lead to cavities and gum disease



Dry mouth that can lead to chronic infections and disorders of the mouth and voice



Chronic inflammation and irritation of the gums that can increase the risk of oral cancers



Harmful mouth bacteria which can increase the risk of esophageal cancers