

THE FACTS ABOUT NICOTINE POUCHES



WHAT ARE NICOTINE POUCHES?

Nicotine pouches are small, white bags that **contain chemicals, flavourings and nicotine - the same addictive drug found in vapes and cigarettes.**

When placed between the lip and gum, nicotine pouches deliver a hit of nicotine into the body.



ILLEGAL SALES OF NICOTINE POUCHES

Nicotine pouches are not legal in Australia, and no retailer can legally advertise or sell them.*

There are retailers who illegally sell nicotine pouches, including to young people. This is a crime.

If you suspect someone is illegally selling nicotine pouches, you can report it to NSW Health via its [website](#) or by calling the Tobacco Information Line on 1800 357 412.

HEALTH HARMS

We don't have the long-term evidence yet but we can bet nicotine pouches, just like vapes and cigarettes, are damaging to health and could impact a young person living a healthy, happy life.

Nicotine pouches are not safe and are a risk to health.



A single nicotine pouch can contain up to 20mg of nicotine, which is equal to

ABOUT 20 CIGARETTES



ORAL HEALTH

Because pouches sit in the mouth, there are concerns this could lead to **long term oral health problems.**



Pouches contain nicotine making them **highly addictive** and can lead to nicotine dependence.



Nicotine can negatively impact teens brain development affecting learning, concentration, memory, mood and decision making.

NICOTINE POUCHES CAN IMMEDIATELY MAKE TEENS FEEL 'NIC-SICK' WITH SYMPTOMS LIKE:



INCREASED HEART RATE



DIZZINESS

NAUSEA OR UPSET STOMACH



SORE OR BURNING SENSATION IN YOUR MOUTH OR GUMS

Flavours are used to try and mask this feeling but that's what **nicotine and other chemicals** feel like in the mouth.





NICOTINE POUCHES APPEAL TO YOUNG PEOPLE

The flavours (such as watermelon, strawberry-kiwi, grape and latte) and colourful packaging used for nicotine pouches make them appealing to young people.

Tobacco and vaping companies are continuously looking for new customers. **Like vapes, nicotine pouches are a new way to get young people addicted to nicotine.**

Generation Vape research shows that young people are using nicotine pouches for a variety of reasons including as a party drug and as an alternative to vaping.

Like vaping, it's not surprising these products appeal to young people when they are discreet, flavoured, **highly addictive and being marketed through social media influencers.**



WHAT CAN SCHOOL STAFF DO?

All staff have a key role to play in supporting and protecting student health and wellbeing. Take the opportunity to **talk to students about nicotine pouches**. Make sure students know the facts and understand all the risks. Be patient and ready to listen.



IT'S EASY TO GET HOOKED ON NICOTINE

Young people may perceive using nicotine pouches as safe as they aren't inhaling anything.

If you hear young people say they are only 'casually' or 'socially' using nicotine pouches, point out **it is easy to get hooked** using these products due to the high levels of nicotine.

WHERE TO GET QUIT SUPPORT?

Supporting someone to quit nicotine can be challenging, and young people may need advice from a health professional.

Ask them if they would like to talk to a GP, school counsellor or call the [Quitline on 13 7848](tel:137848), or if they would like you to do it on their behalf.

It is important to note that nicotine pouches are not a proven effective quit smoking or vaping tool.



HOW BIG IS THE PROBLEM?

Good news, most young people don't use nicotine pouches.

Recent research shows that less than 2% of young people have ever used a nicotine pouch.

While use among young people is currently low, using **nicotine pouches can have serious health consequences** and any use by young people is a concern.

HOW DO YOU KNOW IF A STUDENT IS USING THEM?



You may not know your students are using nicotine pouches as they are small, discreet and often hidden in the mouth. They do not produce vapour or smoke.

Signs they might be using nicotine pouches include the symptoms of nicotine addiction such as a young person feeling irritable or anxious.

You may also notice them taking a small, white bag pouch out of their mouth or putting one in and positioning it between their lip and gum.



NEED MORE INFO?

More resources for young people, parents and carers, and school staff are available at health.nsw.gov.au/nicotinepouches

