



The New Face of Nicotine Addiction

Understanding the Risks of a Rising Trend and its Impact on the Latino Community


WHAT ARE NICOTINE POUCHES?

Nicotine pouches, are a new type of nicotine product that has become increasingly popular. Brands like Zyn, On!, Velo, Dryft, and Rogue are some of the most common due to the variety of fruit flavors. These pouches are placed between the lips and gums, where the nicotine is absorbed into the body.

A GROWING TREND

According to the 2023 National Youth Tobacco Survey, nicotine pouches are

the fourth most used tobacco product among young people, following e-cigarettes, regular cigarettes, and cigars. Research shows that their popularity among youth may be due to the fact that they can be used discreetly, without drawing attention from adults.

 **Between 2019-2022 oral nicotine pouch sales increased by 540%**

Between August and December 2019, 126 million nicotine pouches were sold. By January to March 2022, that number had risen sharply to more than 808 million.

MISCONCEPTIONS VS. REALITY

Tobacco companies often use deceiving marketing terms like “tobacco-free,” “pharmaceutical-grade nicotine,” and “food-grade ingredients” to make these products seem safe. Researchers have found that the packaging for oral nicotine pouches often lack proper labeling. This lack of transparency makes it difficult for individuals to make informed decisions about their use.

Without clear warnings, consumers underestimate the health risks, particularly for teens, who may be drawn to these products thinking they are safer alternatives to combustible tobacco. In reality, these products still contain nicotine, which is addictive and harmful, and the absence of regulation means there are no guarantees about their safety or quality.



WHY IT MATTERS TO OUR COMMUNITIES

Latino youth in the U.S. are more likely to be exposed to tobacco marketing than non-Latino youth.

Nicotine pouches are being marketed in flavors and packaging that mimic candy or gum – making them **easy for teens to hide** and **hard for adults to detect**.

- Hispanic/Latino teens are at *higher risk* of using nicotine products than other youth groups.
- In California, Latino neighborhoods have **32%** more tobacco retailers than average.
- Between 2015 and 2019, over **6,000+** new tobacco retail licenses were issued.



More tobacco stores = higher use among youth and lower quit rates for adults.

WHAT CAN YOU DO?

- **Talk to Your Kids:** Have honest, open conversations about nicotine use and its risks. Make sure they feel comfortable coming to you with questions.
- **Community Involvement:** Support policy change by joining local a coalition or attending city council meetings. Advocate for stronger regulations on nicotine products aimed at teens.



FOR FREE HELP QUITTING NICOTINE

Call **800-300-8086**

Visit **kickitca.org**

References

1. Amanda Y Kong, et al, "Neighborhood Inequities in Tobacco Retailer Density and the Presence of Tobacco-Selling Pharmacies and Tobacco Shops," Health Education & Behavior 49, no. 3 (2022):478-487, <https://doi.org/10.1177/10901981211008390>.
2. Fernanda Alonso, et al, "Perceptions of and experiences with cigarette and e-cigarette use among a diverse population of US Latino adolescents and young adults," American Journal of Health Promotion 37, no. 5 (2023): 1-8, <https://doi.org/10.1177/08901171221151125>.
3. "Oral nicotine pouches: addiction in a new package," UNDO, California Department of Public Health, May 6, 2024, <https://www.undo.org/exposed/oral-nicotine>.
4. "Quit Now," Kick It California, accessed March 22, 2025, <https://kickitca.org/quit-now>.
5. "Quitting Zyn and Other Nicotine Pouches," EX Program, accessed March 22, 2025, <https://www.exprogram.com/ex-resources/about-quitting/get-ready-to-quit/quitting-zyn-and-other-oral-nicotine-pouches/>.
6. Sadiya Bi Shaikh, et al, "Classification, Perception, and Toxicity of Emerging Flavored Oral Nicotine Pouches," International Journal of Environmental Research and Public Health 20, no. 5 (2023): 4526, <https://doi.org/10.3390/ijerph20054526>.
7. "What is Zyn and what are oral nicotine pouches?" Truth Initiative, October 25, 2024, <https://truthinitiative.org/research-resources/emerging-tobacco-products/what-zyn-and-what-are-oral-nicotine-pouches>.
8. "Zyn & the Rise in Popularity of Nicotine Pouches: Frequently Asked Questions," Law and Policy Partnership to End the Commercial Tobacco Epidemic, August 2024, <https://www.publichealthlawcenter.org/sites/default/files/resources/Popularity-of-Nicotine-Pouches-FAQ.pdf>.