

THE FACTS ABOUT NICOTINE POUCHES



WHAT ARE NICOTINE POUCHES?

Nicotine pouches (also known as Zyns) are small, white bags that **contain chemicals, flavourings and synthetic 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.

Nicotine pouches can be marketed as 'tobacco-free', but you shouldn't be fooled into thinking that means they are safe.

HEALTH HARMS

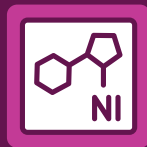
We don't have the long-term evidence yet but we can bet nicotine pouches, just like vapes and cigarettes, are damaging to health and could impact you living a healthy, happy life.

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



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.



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

ABOUT 20 CIGARETTES



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

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



INCREASED HEART RATE

Meaning **your heart is working harder** than it should.



DIZZINESS

You might feel light-headed or off balance.

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.



NAUSEA OR UPSET STOMACH

Not fun, and can even cause vomiting.



96%
DONT USE
POUCHES



GOOD NEWS...

Most young people don't use nicotine pouches. **Research shows that 96% of teens aged 14-17 do not use pouches**, and 4 in 5 young adults aged 18-24 have never used one either.



FLAVOURS THAT GET YOU HOOKED

Nicotine pouches come in a variety of flavours and vary in strength. **Nicotine pouches are another product marketed to young people by tobacco companies to get you addicted.**

Big Tobacco companies will do whatever it takes to get you hooked on nicotine, keeping you as a lifelong customer.

These global corporations don't care about the harm they cause to your health — their only concern is profit.



ARE THEY LEGAL?

SHORT ANSWER = NO.

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



SPEAK UP IF YOU ARE WORRIED

When it comes to nicotine pouches, vaping or smoking, if you are worried about yourself or a friend, **there is help available.** Speak to a trusted adult, see your GP, youth health services or other health services for help quitting nicotine. You can also **call Quitline on 13 7848.**



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

THE SIGNS YOU ARE ADDICTED TO NICOTINE

FEELING IRRITABLE OR ANXIOUS



HAVING TROUBLE SLEEPING



CRAVINGS

Craving more nicotine or feeling like you need a **hit of nicotine first thing in the morning.**



LACK OF CONCENTRATION



Having support from friends, family or a **health professional** can increase your chance of quitting for good.

