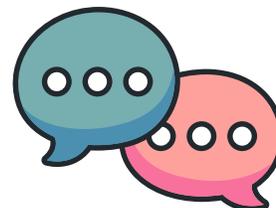


11 TIPS FOR TALKING TO YOUR KIDS ABOUT NICOTINE POUCHES

Developed with input from Truth Initiative.

1

Initiate the conversation: Whether or not you think your child may be using nicotine pouches or not, open up a dialogue with them about the health risks.



2

Emphasize how at risk young people are to adverse health impacts and addiction. Teens are particularly vulnerable to the effects of nicotine. Research shows that the younger someone is when they start using nicotine, the more likely they are to become addicted. Starting to use as a teen can also make it harder to quit in the future. In young people, 5 mg of nicotine a day is enough to establish a nicotine addiction.

3

Know the lingo: Small white nicotine pouches are sometimes referred to as a "lip pillow" or "upper decky" because of where they are placed between the lip and gum, often under the upper lip.



4

Know the market. Some of the biggest names to know are Zyn, On!, Rogue, and Velo. Like many youth-appealing e-cigarettes, oral nicotine pouches come in a variety of flavors including fruit, mint, coffee, cinnamon, and more. They also come in a variety of nicotine strengths, with some containing high concentrations of nicotine. Three stores CEH visited were selling products with 50 mg of nicotine per pouch — a lethal dose, according to the CDC. If a product is not among the 20 pouch products authorized by the FDA, then they are illegal and may contain unknown levels of nicotine and other ingredients.

5

Nicotine pouches are not the same as nicotine replacement therapy: Clarify that nicotine pouches are not like nicotine replacement therapy like nicotine lozenges or gum. Nicotine pouches like Zyn are NOT approved by the FDA as quitting medications. And because they contain nicotine, you can end up feeling just as addicted to Zyn or other nicotine pouches as you would to other tobacco products.

6

Engage them in conversation by asking questions:

Ask your kids why they think companies are promoting an additive chemical like nicotine to them.

7

Role-play: Help your teen think through how they'll respond if they're pressured to use a tobacco product like nicotine pouches.

8

Explore social media together: If your teen is on TikTok, look at the videos recommended on their For You page to see if any are using or promoting nicotine pouches or other nicotine or tobacco products.

9

Manage stress: People often use nicotine to deal with stress. Explore healthy coping mechanisms for stress that don't revolve around nicotine with your teen. Meditation, breathing exercises, or grounding techniques bring your attention to the present moment.

10

Refrain from shame: If you learn that your child is using nicotine pouches, don't try to punish or shame them. It won't work, and it's possible your child may be addicted to nicotine.

11

Share resources: Be encouraging if they want to stop using nicotine pouches. Encourage them to sign up for EX Program, a free program proven to help young people quit using tobacco:
<https://exprogram.com>



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For You



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Ready to quit?

EX Program is your go-to guide on your journey to quit vaping, smoking, or any tobacco/nicotine product.

Join for free