



Smokeless Tobacco & Nicotine Pouches

MONTANA'S SMOKELESS TOBACCO USE IS AMONG THE HIGHEST IN THE NATION

- **11%** of Montana male adults use smokeless tobacco, which is almost **twice as high** as the national average.^{1,2}
- **8%** of Montana high school males currently use smokeless tobacco.³
- **8%** of Montana high school American Indian students currently use smokeless tobacco.³

NICOTINE POUCH USE IS ON THE RISE

- 22% of Montanans aged 15-25 **have tried** nicotine pouches; 9% **currently use** them.⁴
- Sales of nicotine pouches have increased more than **300-fold** since 2016, with sales rising from \$710 thousand to \$216 million by June of 2020.⁵

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Smokeless doesn't mean safe.

WHAT IS SMOKELESS TOBACCO?

- Smokeless tobacco comes in many forms, such as chew, snuff, dip, or snus, and is placed between the lip or cheek and gum.

SMOKELESS TOBACCO HARMS HEALTH⁶

- Can lead to and sustain nicotine addiction.
- Can cause cancer of the mouth, tongue, cheek, gum, esophagus and pancreas.
- Can cause white or gray patches in the mouth (leukoplakia) that can lead to cancer.
- Can cause gum disease, tooth decay, and tooth loss.
- May increase the risk for death from heart disease and stroke.
- Use during pregnancy can increase risk for early delivery and stillbirth, and affect the baby's brain development.

WHAT ARE NICOTINE POUCHES?

- Nicotine pouches, such as Zyn, On!, or Rogue, are oral tobacco products that dissolve nicotine salt-based powder in the mouth without requiring spitting.
- These products often claim to be tobacco-free because they do not contain the tobacco leaf; however, they contain nicotine and are classified as a tobacco product by the FDA.
- Nicotine pouches are not risk-free. Any form of nicotine use is dangerous to fetuses, youth, and young adults because it can harm brain development.





SOURCES

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4. MTUPP Youth and Young Adult Survey, 2022.
5. Marynak KL, Wang X, Borowiecki M, et al. Nicotine Pouch Unit Sales in the US, 2016-2020. JAMA. 2021;326(6):566-568. doi:10.1001/jama.2021.10366.
6. Centers for Disease Control and Prevention. Health Effects of Smokeless Tobacco. <https://www.cdc.gov/tobacco/other-tobacco-products/smokeless-tobacco-health-effects.html>. Accessed September, 2024.
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9. Truth Initiative. Can oral nicotine pouches like Zyn help people quit vaping nicotine? <https://truthinitiative.org/research-resources/emerging-tobacco-products/can-oral-nicotine-pouches-zyn-help-people-quit-vaping>. Accessed September, 2024.
10. Fiscal Year 2023 Outcomes Report. National Jewish Health.

MARKETING AND PROMOTION OF SMOKELESS TOBACCO AND NICOTINE POUCHES TARGETS NEW USERS AND YOUTH

- Smokeless tobacco continues to be sold in kid-friendly flavors such as vanilla, apple, and citrus.
- Zyn and other nicotine pouches come in a variety of youth-appealing flavors and colorful packaging. Flavors are a primary reason youth start using tobacco products.
- The ability to use nicotine pouches unnoticed at work, home, or school, was listed by almost a quarter (24%) of Montana youth/young adults as a top reason for using.⁴
- In 2022, more than **\$570 million** was spent on advertising and promotion of smokeless tobacco in the U.S.⁷
- Nicotine pouches are not taxed in Montana and the tax on smokeless tobacco is low and ineffective as a deterrent.⁸

SMOKELESS PRODUCTS ARE NOT QUIT AIDS

- To date, no smokeless tobacco product nor nicotine pouch has been approved by the FDA as a smoking cessation aid.
- There are seven FDA-approved cessation aids that have been proven to help people quit through decades of research.⁹

QUIT NOW MONTANA CAN HELP YOU QUIT

- Offers up to five proactive coaching sessions with trained Tobacco Treatment Specialists.
- Helps with quitting all forms of commercial tobacco products, including smokeless tobacco and nicotine pouches.
- Offers free nicotine replacement therapy and prescription medication.
- My Life, My Quit™ offers free and confidential quit help to those under the age of 18. Visit www.MyLifeMyQuit.com.
- The American Indian Commercial Tobacco Program offers culturally sensitive coaching with American Indian coaches. Visit www.AIQuitline.com.
- The Pregnancy Program connects pregnant women with a dedicated female coach and offers incentives of up to \$220.
- People who use smokeless tobacco and participate in Quit Now Montana have a **55% quit rate**¹⁰, compared to 5-7% without assistance.⁹



QUITNOW MONTANA



AMERICAN INDIAN
Commercial Tobacco Quit Line
1-855-5AI-QUIT
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