

Smokeless Tobacco and 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 and **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.

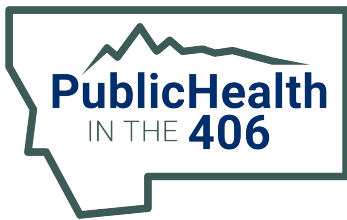
SMOKELESS TOBACCO HARMS HEALTH⁶

- Smokeless tobacco use can:
 - Lead to and sustain nicotine addiction
 - Cause cancer of the mouth, tongue, cheek, gum, esophagus, and pancreas
 - Cause white or gray patches in the mouth (leukoplakia) that can lead to cancer
 - Cause gum disease, tooth decay, and tooth loss
 - Increase risk for death from heart disease and stroke
 - 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.





Smokeless Tobacco and Nicotine Pouches

SOURCES

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2. National BRFSS dataset, 2023.
3. Montana Youth Risk Behavior Survey, 2023.
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.
7. Campaign for Tobacco Free Kids. Smokeless Tobacco and Kids. U.S. Federal Trade Commission (FTC), Smokeless Tobacco Report for 2022.
8. State Excise Tax Rates for Non-Cigarette Tobacco Products-Campaign for Tobacco Free Kids <http://www.tobaccofreekids.org/research/factsheets/pdf/0169.pdf> (accessed 11/22).
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

- Quit Now Montana offers:
 - Up to five proactive coaching sessions with trained Tobacco Treatment Specialists
 - Help with quitting all forms of commercial tobacco products, including smokeless tobacco and nicotine pouches
 - 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 rate¹⁰, compared to 5-7% without assistance.⁹



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