
Nicotine Free Generation: December 2025

1 message

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The NFG policy uses a birthdate to set a limit on retailers' ability to sell nicotine products. NFG prevents the creation of future demand for nicotine by preventing sales to anyone born after the designated birth date. Users who currently are legally sold nicotine are NOT affected.

Please invite us to make a presentation about NFG. We have been speaking with boards of health, other government entities, and community groups.

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This has been a very successful month for the Nicotine Free Generation and our efforts to preserve the right of young people to live full lives, free from nicotine addiction. It is a basic human right to be free from getting addicted as a teenager. Addiction is the opposite of free choice.

Last week, NFG was enacted unanimously in the neighboring towns of Amherst and Leverett. They are the 20th and 21st NFG communities, raising the total population of enacting cities and towns to over 627,000 people.

This growing list now includes Amherst, Belchertown, Brookline, Chelsea, Concord, Conway, Dover, Hopkinton, Leverett, Malden, Melrose, Manchester-by-the-Sea, Needham, Newton, Pelham, Reading, Somerville, South Hadley, Stoneham, Wakefield, and Winchester. More are on the way!

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Of course, Amherst is the home of UMass Amherst, Amherst College, and Hampshire College. Combined, these three schools have over 26,000 undergraduates, most of whom are under 21. Every day, the majority of them interact with over-21 nicotine users.

Why does this matter?

Philip Morris USA, of all companies, explains why on their Connecticut convenience store signs:

"A primary way youth get access to tobacco products is from consumers of legal age."

We could not have said it any better ourselves! NFG very slowly increases the number of years between "youth" and "consumers of legal age".

Please invite us to make a presentation about NFG. (Even in small towns with no tobacco licensees, we welcome supporting resolutions from boards of health. Their kids deserve to live full lives, free from nicotine addiction.)