



10 THINGS TO KNOW ABOUT NFG

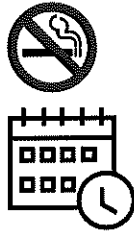


Policy innovation to end nicotine addiction

SCAN ME

What is NFG?

A policy that prohibits sales of nicotine products to individuals born after a certain date (e.g. Jan 1, 2004). It phases out sales over time, preventing youth initiation without affecting current users.



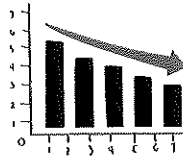
Why Now?

The nicotine industry is evolving—creating more addictive products with higher nicotine concentrations. These newer devices are often packaged in child-friendly designs (eg. teddy bears, toy guitars), clearly appealing to very young users and undermining prevention efforts.



Retailer-Friendly

NFG's phased approach gives retailers time to adapt their business models, with sales declining slightly each year.



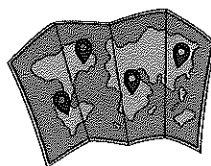
Protects Personal Rights

The Massachusetts Supreme Judicial Court upheld the policy in Brookline. NFG does not criminalize possession or use—just retail sales to future generations.



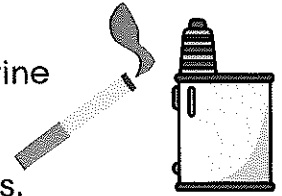
Growing Momentum

Adopted in 17 MA towns, with growing interest from jurisdictions in the US, UK, EU, Singapore, Malaysia and more.



What is Nicotine?

Includes tobacco and synthetically derived nicotine products: vapes, e-cigarettes, cigarettes, cigars, chew, and pouches.



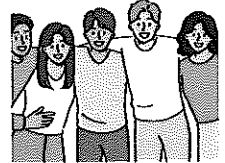
Respects Adult Users

Current nicotine users are not restricted—they can continue buying products. NFG avoids stigma or shaming and supports gradual change.



Reinforces Social Norms

As time passes, new generations grow further removed from those who can legally buy nicotine—decreasing peer influence and early initiation.



Prevents Black Markets

By preserving access for current users and cutting demand from future ones, NFG reduces risk of illicit sales.



Opposed by Big Tobacco

NFG threatens tobacco industry profits—which is exactly why it's a strong public health policy.

