

# 10 THINGS TO KNOW ABOUT NFG

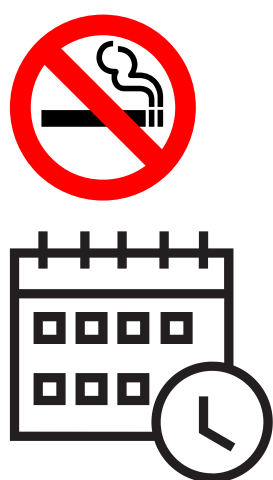


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## Policy innovation to end nicotine addiction

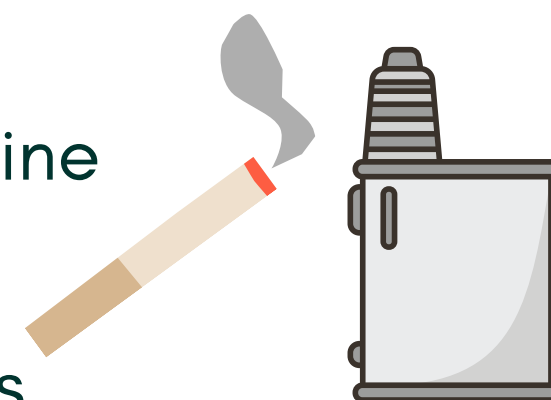
### What is NFG?

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.



### What is Nicotine?

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



### 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.



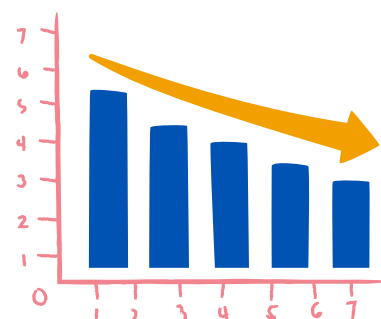
### Respects Adult Users

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



### Retailer-Friendly

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



### Reinforces Social Norms

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



### Protects Personal Rights

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



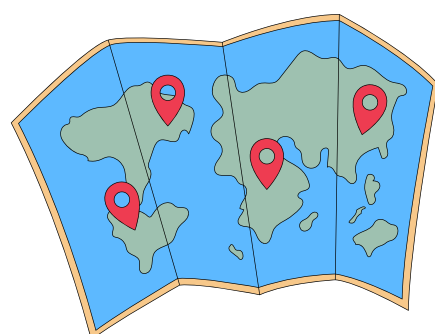
### Prevents Black Markets

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



### Growing Momentum

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



### Opposed by Big Tobacco

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

