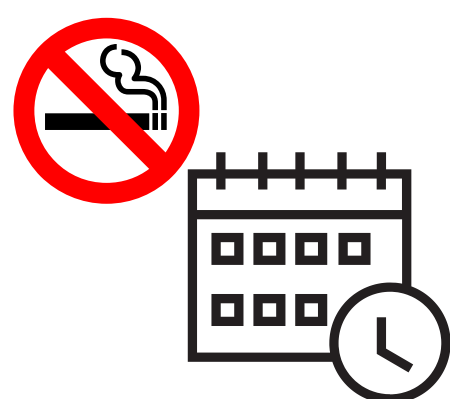


10 THINGS TO KNOW ABOUT NFG

Policy innovation to end generational nicotine addiction

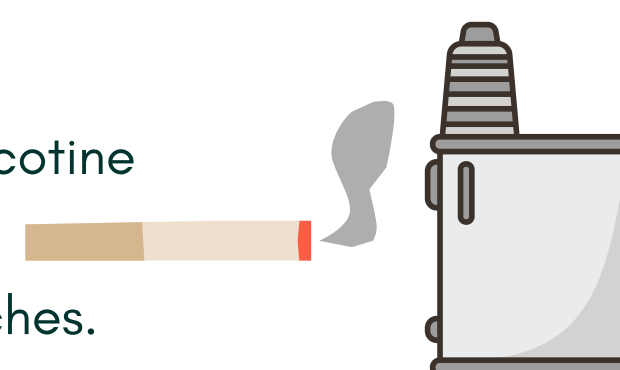
What is NFG?

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?

Nicotine-related products remain the leading cause of preventable death in Massachusetts—responsible for 9000+ deaths each year, far surpassing opioid deaths.



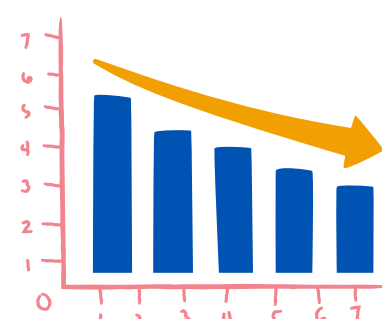
Respects Adult Users

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.



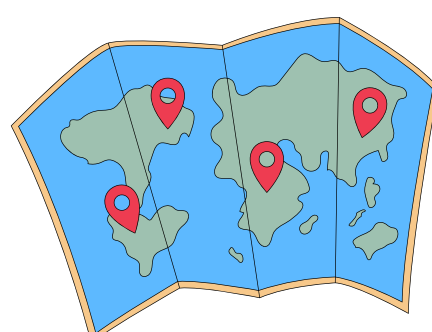
Prevents Black Markets

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



Growing Momentum

Adopted in 9 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.

