

From: Buzby, Maureen <mbuzby@CityofMelrose.org>
Sent: Feb 28, 2025 17:30:50.000000000 UTC
Subject: FW: Nic pouch photo
To: Sarah McColgan <smccolgan@mhoa.com>

And this...

From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Friday, February 28, 2025 10:41 AM
To: Amy Donovan-Palmer <adpalmer@mansfieldma.com>
Subject: FW: Nic pouch photo

Here's a photo that shows a tin of Crave pouches and a couple of loose pouches with a pencil for scale.

The main points I try to make about pouches:

- . Cheap
- . Discrete
- . High in Nicotine

CHEAP:

A pack of Marlboro's cost about \$14.00

A tin of Zyn, Crave, and other brands (and there are now many) costs anywhere from \$5 to \$8. And there are often promos – two tins for five dollars, whatever.

DISCRETE:

The pouches are so small no one knows you have one in your mouth.

Unlike chewing tobacco nicotine pouches don't make you spit.

There's no telltale smoke or aerosolized mist.

The packaging design is very much like breath mints. Unless you (parent, teacher, coach) look closely you wouldn't easily spot a tin of Zyn.

And you certainly won't know when someone has one in their mouth.

HIGH NICOTINE CONTENT:

A pack of cigarettes contains anywhere from 22 to 24mg of nicotine – in the entire pack.

Each pouch in a tin of 6mg Zyn (Zyn comes in 3,6, or 9mg) contains 6mg. **Each** pouch has 6mg! 15 pouches in a tin x 6mg = 90 mg. So 90mg in a tin of Zyn compared to 22mg in a pack of cigarettes. And a tin costs only \$5, \$6 or \$7.

There are many other brands with as much as 18 or even 30mg of nicotine per pouch.

Who uses zyn (zyn has become the generic name for nicotine pouches rather than just the brand name – much like Velcro or Kleenex.):

The industry reports that this is a cessation device. While it may help some people quit there is limited evidence. There is evidence that young people who never smoked are using pouches. Pouches, much like Juul back five or so years ago are the nicotine initiation for youth.

We have heard of student athletes who pop one or two pouches into their mouths before entering the gym to lift weights because it gives them such a quick zap the brain.

Athletic Directors are reporting higher use of pouches.

Nicotine pouches are not made from a tobacco leaf. These products are nicotine salts.

“The FDA approved Zyn”:

There are multiple divisions within the FDA. The division charged with approving tobacco products for retail sales gave the go-head for Zyn, stating that the potential for helping smokers quit outweighed the potential harm. However, Zyn is not an FDA-approved NRT (Nicotine Replacement Therapy).

NOTE: The NFG policy does not affect FDA-approved NRT’s like the patch, Nicorette gum and Chantix. NRT’s are exempt from NFG.

The concern around pouches is that they are cheap, discrete, and high in nicotine content, making them both very accessible to young people, and because of the high nicotine content make it much more likely that young people will become addicted. Young people whose brains aren’t fully developed are even more susceptible to nicotine addiction, which can be a gateway for other substance use.

And, nic pouches are just one of the latest products manufactured and marketed by the tobacco industry which is always looking for new customers.

Hope this helps.

Please let me know if I can provide further information.

Best,

Maureen

From: Maureen Buzby <maureenbuzby@gmail.com>
Sent: Friday, February 28, 2025 9:59 AM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Nic pouch photo

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