

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.



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.



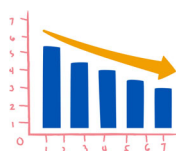
Respects Adult Users

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



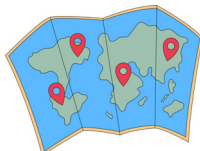
Prevents Black Markets

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 jurisdictions 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.

