



# Nicotine pouches

Nicotine pouches are small pouches filled with white powder containing nicotine, flavourings and other chemicals. Nicotine pouches do not contain tobacco leaves.

The pouch is placed between the lip and gum, allowing the nicotine to be absorbed through the lining of the mouth.

Nicotine pouches have many different names. They can be called: lip pillow/cushies, upper/lower deckers or deckies, nics or nicopods.



## Nicotine pouches and young people

Global tobacco companies are targeting young people by using marketing tactics such as social media influencers to promote nicotine pouches, and to convince young people they are safer or healthier than other nicotine products.

It is easy to become addicted to nicotine, especially for young people. A young person's brain is developing until the age of 25. Nicotine can harm brain development in young people, which may affect memory and concentration.

## Why nicotine pouches are harmful

Studies have shown that the amount of nicotine in individual pouches can vary significantly. Poor labelling of nicotine levels means it's often unclear how much nicotine is in a pouch. This can lead to dangerous levels of nicotine being consumed, which can make people very sick.

The chemicals found in nicotine pouches enter the bloodstream and can affect many parts of the body such as the mouth, throat and digestive system. Nicotine pouches should not be swallowed.

There is also a link between nicotine use and poor mental health. People who are addicted to nicotine are more likely to have symptoms of depression and anxiety, and it can also affect emotional regulation.

## Health impacts

**Reported health impacts** from using nicotine pouches include:



mouth lesions



sore mouth



nausea



upset stomach



sore throat

## Nicotine pouches and the law

Tobacconists and convenience stores have started selling new types of nicotine products including nicotine pouches. This is illegal in Australia. These products have not been tested for safety or approved by the Therapeutic Goods Administration.

**Nicotine pouches are illegal in Australia.** This means:

- shops cannot legally sell nicotine pouches
- nicotine pouches cannot be advertised or promoted
- people cannot legally import nicotine pouches.

If you see nicotine pouches being sold in a shop, you can report it to your local council or health authority.

## Do nicotine pouches help people quit smoking or vaping?

No, there is no evidence that nicotine pouches help people quit smoking or vaping.

Products that are proven to help people quit include approved nicotine replacement therapies (NRT), such as nicotine gum, lozenges and patches.

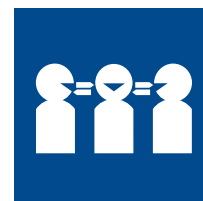
These products are tested for safety and are designed to help people quit nicotine over time.

## Getting help to quit

1. **Call Quitline on 13 7848** for free counselling to help you quit nicotine pouches, smoking or vaping. Ask for an interpreter in your language.

Scan the QR code for more information.

You can also message Quit on WhatsApp +61 385 832 920



2. **Talk with your trusted health professional, such as a doctor or community nurse.** They can explain quit options and help you contact Quitline.

3. **For help in your language, go to:**

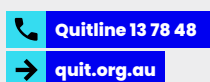
[quit.org.au](https://quit.org.au)



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