



American
Heart
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FACT SHEET

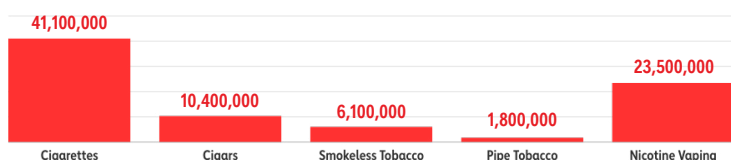
**Impact of Smokeless Oral Nicotine Products on
Cardiovascular Disease: Implications for Policy,
Prevention, and Treatment**



What are oral smokeless tobacco products?

Oral smokeless tobacco products are non-combustible forms of nicotine that include smokeless tobacco (chewing tobacco, snuff, dip or snus), nicotine pouches, and other oral nicotine products (lozenges, discs, tablets, gums and dissolvable tobacco products). These products do not burn tobacco, thus avoiding smoke inhalation. Specific nicotine pouch products, including on! and ZYN, have gained popularity due to their ease of use and discreetness. The FDA re-classified smokeless tobacco products in 2023 as smokeless oral nicotine products.

Breakdown of Tobacco or Nicotine Product Use Among 63.9M Past Month Users:

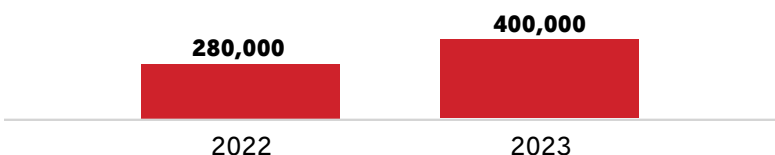


Market changes since 2010:

Since the American Heart Association last published a statement on smokeless tobacco products in 2010, the market has seen significant changes:

- **Increase in nicotine pouch products:** Nicotine pouch products have had a massive uptick in popularity. Marketed as tobacco-free, these products are appealing due to their discreet use, variety of flavors, and nicotine concentrations. Sales of oral nicotine pouches have increased substantially since their introduction to the market.
- **Industry Spending:** The smokeless oral nicotine product industry reportedly spent over \$1.5 billion on advertising and promoting their products across 2019, 2020 and 2021.
- **Purchasing Surge:** Purchases of smokeless oral nicotine products have increased by 100-300%. This significant rise indicates a shift in consumer preferences toward non-combustible products.
- **Youth Consumption:** Growing numbers of children are consuming these tobacco products, lured by social media influencers and advertising platforms like TikTok Shop. Between 2022 and 2023, the use of nicotine pouches among youth increased from 1.1% to 1.5%.
- **Popularity Among Young Adults:** Nicotine pouches are most popular among 18-24-year-olds, with 2.3% reporting past 30-day use.
- **Regulatory Challenges:** The rapid proliferation of these products poses regulatory challenges. The U.S. Food & Drug Administration's regulatory jurisdiction did not clearly include non-tobacco nicotine products, including synthetic nicotine, until March 2022 with the passing of the Consolidated Appropriations Act. The FDA has started to regulate synthetic nicotine products, but many remain on the market without proper authorization.

Use of Nicotine Pouches Among Youth, 2022-2023



TOBACCO - CONTAINING PRODUCTS

Chewing tobacco/spit

Oral tobacco-containing product that is manufactured to be chewed.

Dissolvable tobacco

Oral tobacco-containing product that dissolves in the mouth.

Nasal snuff

Smokeless oral nicotine-containing product that is formed of dry finely-ground tobacco and is ingested by a person into the nasal cavity.

Snus

Oral tobacco product that is composed of dry tobacco that is placed between the upper lip and gum for extended periods. Snus does not typically result in the need for spitting.

Oral snuff/dip

Oral tobacco-containing product that is composed mainly or exclusively of moist, ground or powdered tobacco that is processed to make it suitable for use by a person placing it in the mouth between the gum and the cheek.

TOBACCO - DERIVED & SYNTHETIC

Gums

Flavored chewing gum containing nicotine.

Gummies

Flavored chewable gummy candies containing nicotine.

Tablets

Flavored tablet containing nicotine that dissolve under the tongue.

Lozenges

Flavored lozenge containing nicotine that dissolve in the mouth.

Pouches

Small fiber pouch containing nicotine, flavorings, sweeteners and plant-based fibers that is placed between the upper lip and gum.



Moist Snuff



Snus



Nicotine pouches



Dissolvable products: Sticks/Orbs

Key Concerns and Trends



Addiction:

The nicotine content of these products is addictive and can lead to continued use of tobacco products.



Youth Usage:

The use of nicotine pouches and other smokeless products is increasing among youth, raising concerns about long-term health impacts.



Health Risks:

Smokeless oral nicotine products have adverse effects on cardiovascular health and can increase the risk of oral cancer, depending on the chemical composition of the product.

The Association Advocates

for the following policy positions:

■ Support Cessation:

Emphasizing the prevention of tobacco product initiation and assuring access to comprehensive cessation therapy including pharmacological and behavioral tobacco dependence treatment therapies.

■ Robust Public Policies:

Implementing evidence-based policies to reduce the prevalence of tobacco use, including increasing tobacco excise taxes, removing flavored tobacco products from the marketplace and employing zoning laws to restrict tobacco retail outlets, especially around youth-serving institutions.

■ FDA Regulation:

Urging the FDA to better regulate the manufacturing, import, packaging, labeling, advertising, promotion, distribution of and chemical make-up and nicotine concentrations in smokeless and oral tobacco products.

■ Marketing and Advertising Regulations:

Supporting the tightening of marketing and advertising regulations for oral smokeless tobacco and nicotine products, especially around social media marketing and advertising to youth.

Advocacy Goals

The overarching goal is to end addiction to all commercial tobacco products by:

Achieving **less than 5% tobacco use prevalence** across the U.S. population by 2035

Prioritizing **less than 5% prevalence of combustible tobacco use** by 2030

Preventing addiction while ensuring that other products do not addict the next generation of youth and adolescents