

What to Know About Nicotine Pouches

A Resource for Parents, Caregivers, and Educators

WHAT ARE NICOTINE POUCHES?

Also known as “Zyn”, “nic pouches”, and “lip pillow/decky”.

Nicotine pouches are small bags that contain nicotine/nicotine salts, water, sweeteners, and flavours. They sit against the gum, under the lip, and release nicotine for up to one hour.



NICOTINE POUCHES ARE HARMFUL TO YOUTH

- ⌚ Nicotine is highly addictive and children and youth may develop nicotine dependence more quickly.
- ⌚ Nicotine affects memory and concentration, can alter brain development, reduce impulse control, and cause cognitive and behavioural issues in children and youth.
- ⌚ Nicotine dependence can result in withdrawal and cause symptoms such as headaches, shakes, dizziness and feelings of anxiety or depression.
- ⌚ Nicotine pouches are relatively new products and the long-term health impacts are not yet known.

SAME NICOTINE AS VAPES, NEW PACKAGING

- ⌚ The commercial tobacco and vaping industry is designing new products and may be using marketing strategies that appeal to children and youth.
- ⌚ They market and sell nicotine pouches in fruity and sweet flavours with brightly coloured packaging.
- ⌚ Nicotine pouches are promoted as being convenient and discreet – they fit in a pocket and are more difficult to spot than smoking or vaping.
- ⌚ Nicotine pouches are popular on social media with influencers that may have large youth followings.

NICOTINE POUCHES ARE ONLY RECOMMENDED TO HELP ADULTS QUIT SMOKING

As of February 2025, the only nicotine pouch that is approved for sale in Canada is ZONNIC:

- ⌚ The purpose of ZONNIC nicotine pouches is to help people aged 18 years and older quit smoking.
- ⌚ They are legally sold by health care professionals behind the pharmacy counter.
- ⌚ Each ZONNIC pouch has 4 mg of nicotine. This amount is usually recommended for adults who smoke 25 or more cigarettes a day who want to quit smoking.

Unauthorized nicotine pouches in Canada include:

- ⌚ Brands and flavours other than ZONNIC in “chill mint”.
- ⌚ Nicotine concentrations higher than 4 mg per pouch.
- ⌚ Products sold online and in retail stores like gas stations and convenience stores.

TIPS TO SUPPORT YOUTH IN MAKING INFORMED DECISIONS ABOUT NICOTINE USE AND HEALTH

- ⌚ **Be a positive role model:** Your attitudes and behaviours toward nicotine use are influential.
- ⌚ **Have conversations about nicotine use and health:** Know your goals for the conversation, find the right time and place, provide factual information, practice active listening, and answer questions honestly.
- ⌚ **Stay connected:** Support youth to build positive self-esteem, engage in meaningful activities like sports, arts or other, and create and maintain healthy relationships.

FOR MORE INFORMATION AND RESOURCES

QuitNow
quitnow.ca

Talk Tobacco
smokershelpline.ca/talktobacco/home

Foundry
foundrybc.ca



HealthyBC



fraserhealth
Better health. Best in health care.



Interior Health



northern health
the northern way of caring

