

# Montana Youth & Zyn Pouches

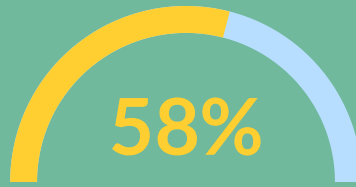


Nicotine pouches, such as Zyn, are oral tobacco products that dissolve nicotine salt-based powder in the mouth without requiring spitting.

## WHY ARE NICOTINE POUCHES A PUBLIC HEALTH CONCERN?

- 1 Zyn and other nicotine pouches come in a variety of youth-appealing flavors and colorful packaging. Flavors are a primary reason youth start using tobacco products.
- 2 Any form of nicotine is highly addictive and can harm brain development through age 25. Nicotine can worsen symptoms of depression and anxiety in youth.
- 3 Many products are marketed as "tobacco-free" alternatives to smoking which may seem low-risk and safe, however, these claims are not authorized by the U.S. Food & Drug Administration (FDA).
- 4 Nicotine pouch and lozenges product sales have more than doubled in 2022 from 2020 and increased more than six-fold from 2019 to 2022 with sales reaching 808.1 million units.

22% of Montanans aged 15-25 have tried nicotine pouches; 9% currently use them.



A top reason why the majority (58%) of Montana youth/young adults started using nicotine pouches, such as Zyn, was because **friends or household members were using them.**

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The ability to use nicotine pouches unnoticed at work, home, or school, was listed by **almost a quarter (24%)** of Montana youth/young adults as a top reason for using.  
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## WHAT SHOULD MONTANA YOUTH KNOW?

My Life, My Quit™ is available as a free and confidential way for youth to quit nicotine products. My Life, My Quit™ also offers resources for parents and guardians, educators, and health care professionals.

To learn more, visit [mylifemyquit.com](http://mylifemyquit.com) or text "Start My Quit" to 36072.



MONTANA  
**TOBACCO USE  
PREVENTION PROGRAM**

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3. Truth Initiative. Colliding crises: Youth Mental Health and nicotine use. (2021, September 19). Retrieved November 2022 from <https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use>
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5. MTUPP Youth and Young Adult Survey, 2022
6. How popular are oral nicotine pouches and lozenges, (December 20th, 2023) Retrieved February 2024 from <https://truthinitiative.org/research-resources/tobacco-industry-marketing/how-popular-are-oral-nicotine-pouches-and-lozenges>