

Nicotine Pouches - What teachers and parents/guardians should know.



WHAT IS ZONNIC?

Zonnic pouches are an appealing new flavoured nicotine product on the market in Canada. Zonnic is advertised as a stop smoking aid. Pouches are placed under the upper lip for up to an hour. Each pouch contains 4 mg of nicotine (for comparison, smoking one cigarette means inhaling about 1 to 4 mg of nicotine). This product is approved by Health Canada as a Natural Health Product similar to Nicotine Replacement therapy products under the [Natural Health Product Regulations](#), regulations which fall under the [Food and Drugs Act](#).

WHERE ARE YOUTH BEING EXPOSED TO THESE NICOTINE POUCHES?

These products are being marketed and sold in convenience stores and gas stations. Youth are being exposed to in-store advertising, such as posters, pamphlets, displays and more. Youth may also be exposed to social media advertising as ads are running on YouTube, and other social media platforms.

WHAT ARE SOME OF THE CONCERNING ISSUES?

- These products come in flavours that may entice youth, such as “Berry Frost.”
- Marketing materials also appeal to youth, as they use bright, bold colours, and feature young adults.
- Currently, there is no legal age requirement to purchase these products, even though they are not suitable for children or youth to use.
- Zonnic is owned by a multi-national tobacco company.

Other types of nicotine pouches may be available for sale that have not been authorized in Canada, such as “Zyn” or “Snus.” As such, they have not been assessed by Health Canada for safety, efficacy, and quality and we do not know what long-term impacts these will have on the health of your child. This information will not be known for years to come. Unauthorized products may contain amounts of nicotine that exceed safe levels or include other harmful ingredients not listed on the product label.

“Adolescence is a critical period for brain development, and brain development continues into young adulthood. Young people who vape with nicotine or use tobacco products are uniquely at risk for long-term, long-lasting effects of exposing their developing brains to nicotine. In addition to learning and cognitive deficits, and greater risk of nicotine addiction, these risks can include mood disorders and lowering of impulse control. “

Health Canada

WHAT SHOULD TEENS DO IF THEY WANT TO QUIT OR CUT DOWN ON SMOKING OR VAPING?

Nicotine replacement therapy may not be suitable for teens. Counselling to make a quit plan, with support from a healthcare provider, is recommended.

Support is available by:

- Connecting with a healthcare provider.
- Making an appointment with a Public Health School Health Nurses through School Health Centres at local secondary schools. To make an appointment, text 519-375-2006 or call 519-376-9420 ext. 3110 or email schools@publichealthgreybruce.on.ca.
- Speaking with a pharmacist.
- Grey Bruce Public Health can also provide quitting support for those eligible that includes up to 26 weeks of nicotine replacement therapy.
- For more information, call the Tobacco Cessation nurse at Grey Bruce Public Health at 519-376-9420 ext. 7 or visit www.publichealthgreybruce.on.ca.

For more information, visit [Health Canada makes it legal for flavoured nicotine products from Imperial Tobacco to be sold to children | Canadian Cancer Society](#)

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