Smokeless Tobacco and Nicotine Pouches

Smokeless doesn't mean safe.

MONTANA'S SMOKELESS TOBACCO USE IS AMONG THE HIGHEST IN THE NATION

- **11%** of Montana male adults use smokeless tobacco, which is almost **twice as high** as the national average.[1,2]

NICOTINE POUCH USE IS ON THE RISE

- **19%** of Montana youth **have tried** nicotine pouches; **7% currently use** them.[3]
- **16%** of young adults in Montana (aged 18-24 years) **currently use** nicotine pouches.[1]
- The global value of nicotine pouches was USD **$11.2 billion** in 2024. Sales of nicotine pouches more than tripled in the U.S. in 2023-2025.[4]

WHAT IS SMOKELESS TOBACCO?

- Smokeless tobacco comes in many forms, such as chew, snuff, dip, or snus, and is placed between the lip or cheek and gum.

SMOKELESS TOBACCO HARMS HEALTH[5]

- Smokeless tobacco use can:
  - Lead to and sustain nicotine addiction
  - Cause cancer of the mouth, tongue, cheek, gum, esophagus, and pancreas
  - Cause white or gray patches in the mouth (leukoplakia) that can lead to cancer
  - Cause gum disease, tooth decay, and tooth loss
  - Increase risk for death from heart disease and stroke
  - Increase risk for early delivery and stillbirth, and affect the baby's brain development

WHAT ARE NICOTINE POUCHES?

- Nicotine pouches, such as Zyn, On!, or Rogue, are oral tobacco products that dissolve nicotine salt-based powder in the mouth without requiring spitting.
- These products often claim to be tobacco-free because they do not contain the tobacco leaf; however, they contain nicotine and are classified as a tobacco product by the FDA.
- Nicotine strength varies by brand, ranging from 2mg to 15mg.
- Nicotine pouches are not risk-free. Any form of nicotine use is dangerous to fetuses, youth, and young adults because it can harm brain development.



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MARKETING AND PROMOTION OF SMOKELESS TOBACCO AND NICOTINE POUCHES TARGETS NEW USERS AND YOUTH

- Smokeless tobacco and nicotine pouches continue to be sold in kid-friendly flavors such as vanilla, apple, and citrus.
- **Curiosity**, **discreet use**, and **dealing with stress/anxiety** are common reasons for young people to use nicotine pouches.[6]
- In 2022, more than **$570 million** was spent on advertising and promotion of smokeless tobacco in the U.S.[7]
- Nicotine pouches are not taxed in Montana and the tax on smokeless tobacco is low and ineffective as a deterrent.

SMOKELESS PRODUCTS ARE NOT QUIT AIDS

- To date, no smokeless tobacco product nor nicotine pouch has been approved by the FDA as a smoking cessation aid.
- There are seven FDA-approved cessation aids that have been proven to help people quit through decades of research.[8]

QUIT NOW MONTANA CAN HELP YOU QUIT

- Quit Now Montana offers:
  - Up to five proactive coaching sessions with trained Tobacco Treatment Specialists
  - Help with quitting all forms of commercial tobacco products, including smokeless tobacco and nicotine pouches
  - Free nicotine replacement therapy and prescription medication
- My Life, My Quit™ offers free and confidential quit help to those under the age of 18. Visit www.MyLifeMyQuit.com.
- The American Indian Commercial Tobacco Program offers culturally sensitive coaching with American Indian coaches. Visit www.AIQuitline.com.
- The Pregnancy Program connects pregnant women with a dedicated female coach and offers incentives of up to $220.
- People who use smokeless tobacco and participate in Quit Now Montana have a **55%** quit rate[9], compared to 4-7% without assistance.[10]