



American
Heart
Association®

EXECUTIVE SUMMARY

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



The market for smokeless oral nicotine products has transformed since the last American Heart Association smokeless tobacco policy statement. These products are becoming increasingly popular and are associated with potential addiction and other health risks. The Association advocates for the cessation of commercial tobacco product use and enhanced regulatory and public policy initiatives to reduce public health risk, especially for youth and young adults.

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.

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.

Nasal snuff

Smokeless oral nicotine products-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.

TOBACCO - Derived & Synthetic

Pouches

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

Gums

Flavored chewing gum containing nicotine.

Lozenges

Flavored lozenge containing nicotine that dissolve in the mouth.

Tablets

Flavored tablet containing nicotine that dissolve under the tongue.

Gummies

Flavored chewable gummy candies containing nicotine.



 Nicotine pouches



 Dissolvable products: Sticks/Orbs



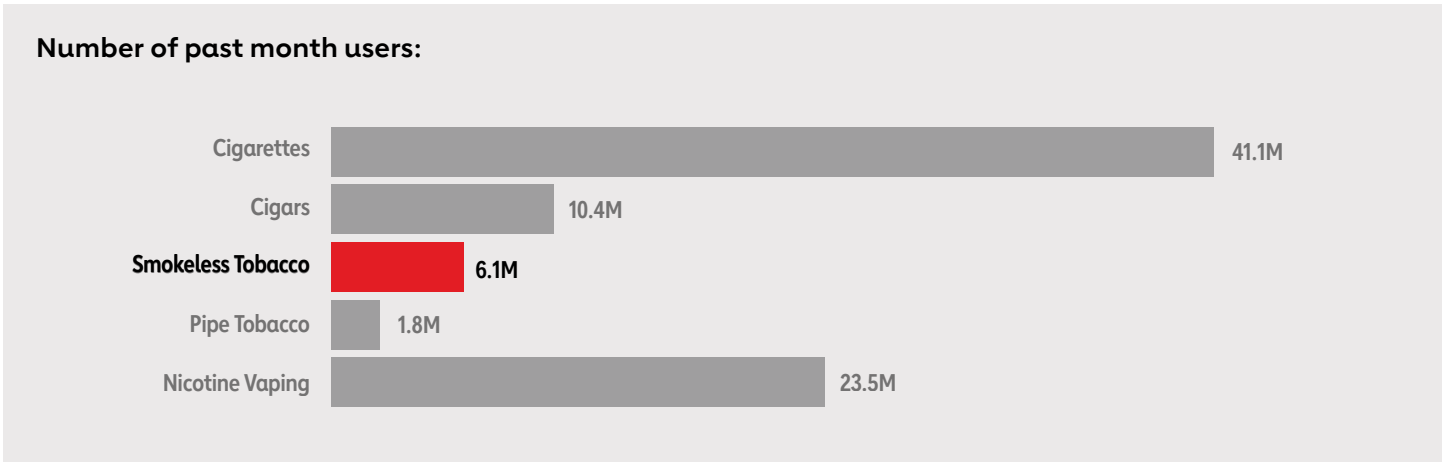
 Moist Snuff



 Snus

Newer categories of smokeless oral nicotine products marketed as tobacco-free products are gaining popularity, particularly among youth and young adults.

- Among adults, **2.1% (5.2 million)** report current use of smokeless oral nicotine products.
- Among youth, **1.5% (400,000 students)** report current use.



- Among youth who use tobacco, the use of nicotine pouches, like on! and ZYN, **nearly doubled** from 2022-2023. These products are often marketed as a tobacco-free and safer alternative to smoking combustible cigarettes.
- There has been a **100-300% increase in purchasing** of smokeless oral nicotine products.
- The appealing flavors, colorful packaging and candy-like appearance of smokeless nicotine products can make them particularly **dangerous for children.**



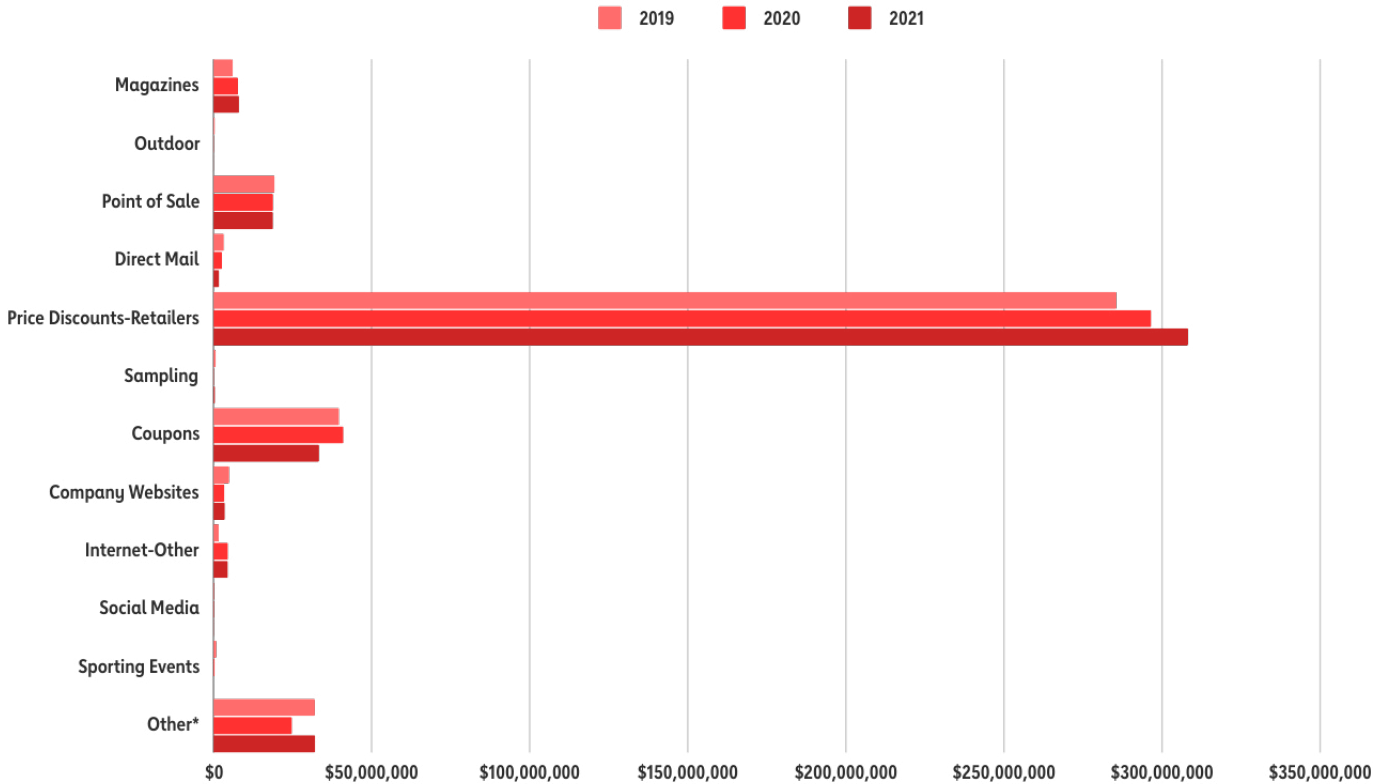
1-14 mg of nicotine in a child younger than five can have fatal consequences

Smokeless oral nicotine products have harmful effects on health. No tobacco products are completely without health risk.

- Nicotine pouches are a new product on the market and their safety has not yet been established. Despite some manufacturers marking their products as presenting fewer risks than cigarettes, no oral nicotine pouch has been authorized by the U.S. Food and Drug Administration as of the date of this publication. Applications for oral nicotine products, such as on!, ZYN and VELO remain under FDA review. The greatest health risk is associated with combustible products, such as cigarettes and cigars.
- Studies differ on the cardiovascular risks of smokeless oral nicotine products, and associated risks can vary by product used and its chemical composition. Limited data are available and further research is needed to understand the public health impact of these products.

Marketing of smokeless nicotine products has evolved beyond traditional strategies to include targeted digital marketing through social media.

- The smokeless oral nicotine product industry reportedly spent over **\$1.5 billion** on advertising and promoting their products across 2019, 2020 and 2021.



Total: \$576,054,000(2019) \$567,262,000(2020) \$575,010,000(2021)

- Digital marketing is **largely unregulated** and tobacco brands have a widespread presence on social media platforms, making advertising fully available to adolescents and young adults.
- The **industry has targeted** males, rural areas and groups with low socioeconomic indicators for marketing. Low-income households are more likely to receive direct mail advertisements.

Regulatory suggestions

The Association is committed to ending addiction to all commercial tobacco products and achieving **less than 5% tobacco use prevalence in the U.S. by 2035**.

■ TAX POLICIES

Association position: Tobacco excise taxes are a leading, evidence-based strategy for reducing tobacco use and uptake. Smokeless oral nicotine products should be included in excise taxes.

■ TOBACCO 21

Association position: The Association advocates for comprehensive implementation of Tobacco 21 laws that include all tobacco products and are enforced with an equity focus.

■ FLAVORING RESTRICTIONS

Association position: The Association's position at this time is that the FDA should eliminate the use of all characterizing flavors other than tobacco in all tobacco products. This should explicitly include sweeteners and coolants and other ingredients that provide sensory effect (coolants, sweeteners, etc.) included in characterizing flavor restrictions from smokeless oral nicotine products.

■ SYNTHETIC NICOTINE

Association position: Synthetic nicotine may be as addictive as nicotine derived from tobacco. FDA now has the authority to regulate products with synthetic nicotine and should do so by addressing nicotine marketing, advertising, nicotine concentration, flavorings and other aspects of regulatory oversight.

■ NICOTINE CONCENTRATION LEVELS

Association position: The Association supports lowering nicotine concentrations to minimally addictive levels in all combustible tobacco products to reduce tobacco-related mortality.

■ TOBACCO FREE ENVIRONMENTS

Association position: Comprehensive tobacco-free policies in public places such as government buildings, schools, casinos, health systems and restaurants should include smokeless oral tobacco products. This is important for role modeling to youth and creating spaces that support healthy living.

■ FDA REGULATION

Association position: There should be robust FDA regulation of the manufacture, import, packaging, labeling, advertising, promotion, distribution of and chemical make-up and nicotine concentrations in smokeless and oral tobacco products. There also needs to be more robust enforcement of FDA regulation.

■ COMPREHENSIVE TOBACCO CESSATION

Association position: Those who use smokeless oral nicotine products should be offered all comprehensive tobacco cessation therapies, including counseling and pharmacotherapy. Anyone using tobacco products should have access to comprehensive cessation services with no copay. Tobacco excise tax revenue and other appropriations should be used by states to fund tobacco prevention and cessation programs with some dedicated emphasis on youth.

■ REGULATION FOR MARKETING, ADVERTISING AND DIGITAL MEDIA

Association position: The Association supports robust regulation restricting all tobacco marketing and advertising to youth, including the use of television, radio and print ads and commercials; celebrity endorsement; social media influencers; movie placements; price promotions; free sampling; branded events; and nontobacco merchandise.

■ TOBACCO CONTROL AND PREVENTION FUNDING

Association position: States should optimize their tobacco control and prevention program funding to CDC recommended levels and incorporate technical assistance, programming, education, cessation services, counter-marketing strategies and resources addressing smokeless oral nicotine products use.

■ WARNING LABELS

Association position: The Association supports the FDA requiring immediate implementation of impactful, evidence-based graphic warning labels on all tobacco products in the U.S. once the legal challenges initiated by the industry are resolved.

■ PLAIN PACKAGING

Association position: The Association supports plain packaging for all tobacco products in the U.S. in accordance with the provisions on packaging and labeling for tobacco products outlined by the WHO Framework Convention on Tobacco Control Article 11.

■ RETAIL STRATEGIES

Association position: The Association supports exploration of retail strategies to reduce all tobacco product use in the U.S. There are three primary policy approaches to addressing tobacco retail strategies:

1. Restrict the location of tobacco retail outlets away from each other and away from youth-serving institutions, other related organizations and colleges and universities.
2. Reduce the quantity of tobacco retail outlets with a purposeful equity goal of addressing density across different jurisdictions.
3. Restrict the eligibility to sell, including completely ending sales in local jurisdictions, limiting sales to adult-only, tobacco-only shops and maintaining tobacco-free pharmacies and other health-related retailers.

■ PURCHASING, USE, AND POSSESSION (PUP) LAWS

Association position: Tobacco use and possession should not be criminalized. The Association believes purchasing, use, and possession (PUP) laws should be reformed so that the penalty is on retailers who sell to those who are underage.

■ GLOBAL TOBACCO PACT (WHO)

Association position: The Association supports coordinated, collaborative tobacco endgame efforts between dedicated global health networks, the World Health Organization, governmental agencies, individuals and nongovernmental organizations around a unified policy framework that minimizes the devastating impact of tobacco product use in populations at high risk around the world.