

# Nicotine Pouch Facts

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## What are nicotine pouches?

Nicotine pouches are small pouches that contain a powder made of nicotine, flavorings and other ingredients. People usually place the pouches between their lip and gum where the nicotine dissolves and is absorbed by the body<sup>1</sup>. These pouches are disposable and do not require spitting.

Nicotine pouches do not contain tobacco leaves and are therefore marketed as "tobaccoless", but they still contain nicotine, the addictive substance in tobacco. The nicotine can be made from tobacco plants or can be made in a laboratory and may be referred to as synthetic nicotine. There is little chemical difference between tobacco-derived nicotine and synthetic nicotine<sup>1</sup>.

## How much nicotine is in these products?

Nicotine pouches are sold in a range of strengths, usually anywhere from 3 mg to 15 mg, but studies on nicotine pouches have detected nicotine levels as high as 50 mg per pouch<sup>2,3</sup>.

Cigarettes



10-12 mg per cigarette

E-cigarettes /vapes



0-50 mg per e-cigarette/vape

Chewing tobacco



7.2 mg per serving

Hookah



1.04 mg per puff

Nicotine pouches



3-50 mg per pouch<sup>2,3</sup>

## What if I want to quit smoking?

The most effective way to quit smoking is to combine FDA-approved medications with behavioral counseling. Nicotine pouches are not FDA-approved medications<sup>4</sup>. To give yourself the best chance for success, call Quit Now Kentucky at 1-800-QUIT-NOW to get help from a personalized quit-coach who can help you make a quit-plan, find the right medicine for your needs, and manage your cravings. This service is free to you, and all calls are confidential.



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# References

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3. Campaign for Tobacco-Free Kids. October 15, 2025. *Global Issues: Nicotine Pouches*. <https://www.tobaccofreekids.org/what-we-do/global/nicotine-pouches>.
4. U.S. Department of Health and Human Services, Office of the Surgeon General. (2020). *Smoking Cessation: A Report of the Surgeon General*. <https://www.hhs.gov/sites/default/files/2020-cessation-sgr-full-report.pdf>.

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