



Zyn, a nicotine pouch made by Swedish Match, is becoming increasingly popular among youth and young adults.

Philip Morris International acquired Swedish Match in 2022. Zyn comes in 3mg or 6mg pouches and delivers nicotine directly into the bloodstream. Each Zyn tin contains 15 pouches, costs approximately \$5.00, and comes in a variety of flavors including Wintergreen, Cool Mint, and coffee. In California, flavored nicotine products cannot be legally sold per state law (SB 793).

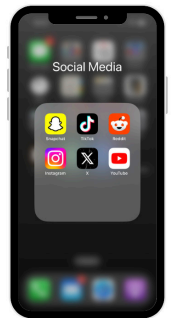


### EXPLODING SALES

Philip Morris International reported shipping 350 million cans of Zyn to the United States in 2023, a 62% growth from 2022. The company anticipates shipping more than 500 million cans in 2024 and is spending about \$1 billion to increase US production to meet growing demand.<sup>1</sup>

### TRENDING AMONG YOUTH AND YOUNG ADULTS

Social media has played a significant role in marketing Zyn. Platforms like Instagram and TikTok show countless images and videos of young people 'Zynning' and utilizing 'Zynfluencers' to promote 'lip pillows'. #Zynfluencer has over 44 million views on TikTok alone. Tobacco companies state they do not hire models younger than 35 for their ad campaigns; however, social media sites are filled with user-created content of young people using or promoting use of Zyn.<sup>2</sup>



**BUY ZYN.  
REDEEM CODES.  
GET REWARDED.**



### ZYN REWARDS PROGRAM

Zyn further entices young people with its rewards program which allows empty tins to be converted into points and redeemed for things like digital gift cards, Apple products, Dyson blow dryers, and Instax cameras.

### NICOTINE POUCHES AND HEALTH

Long-term health effects of nicotine pouches are not yet known since these products are relatively new to the market. However, recent data has linked use of oral nicotine pouches to mouth lesions, nausea, and throat pain.<sup>3</sup> Youth and young adult use of nicotine in any form is not safe or free of risk. Use of nicotine is also associated with addiction and worsening symptoms of anxiety and depression.<sup>4</sup>

1. <https://www.cnn.com/2024/02/08/business/zyn-nicotine-pouches-sales-earnings/index.html>

2. <https://time.com/6836195/zyn-nicotine-pouches-popularity/>

3. Dowd AN, Thurl J, Czaplicki L, Kennedy RD, Moran MB, Spindle TR. A Cross-Sectional Survey on Oral Nicotine Pouches: Characterizing Use-Motives, Topography, Dependence Levels, and Adverse Events. *Nicotine Tob Res.* 2024 Jan 22;26(2):245-249.

4. Truth Initiative. *Colliding Crises: youth mental health and nicotine use.* September 2021.

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