



## CONGRÈS DE L' ALBATROS 2025



The Mission Creep in tobacco control;  
**How the new vision of a nicotine-free society might undermine  
the original goal of reducing smoking-related harm**

**Karl E. Lund, PhD**

Senior researcher

Norwegian Institute of Public Health



Founding member (2000 -> )

International Society for the Prevention of Tobacco Induced Diseases



Vice President (2020 -> )

International Association on Smoking Control & Harm Reduction

SOHRE

## No conflict of interest:

- no ties to any nicotine producing industry
- expert witness in several court cases against the tobacco industry
- 39 years in Governmental tobacco control/-research



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## The changing goals of the tobacco policy - as expressed in governmental documents



The Act

1973

Reduce smoking related harm

Source: The Norwegian Tobacco Act and other public governing documents

# The changing goals of the tobacco policy - as expressed in governmental documents



The Act

1973

Reduce smoking related harm

~~Cigarettes~~

National Action Plan

1989

Smoke-free society

Source: The Tobacco Act and other public governing documents

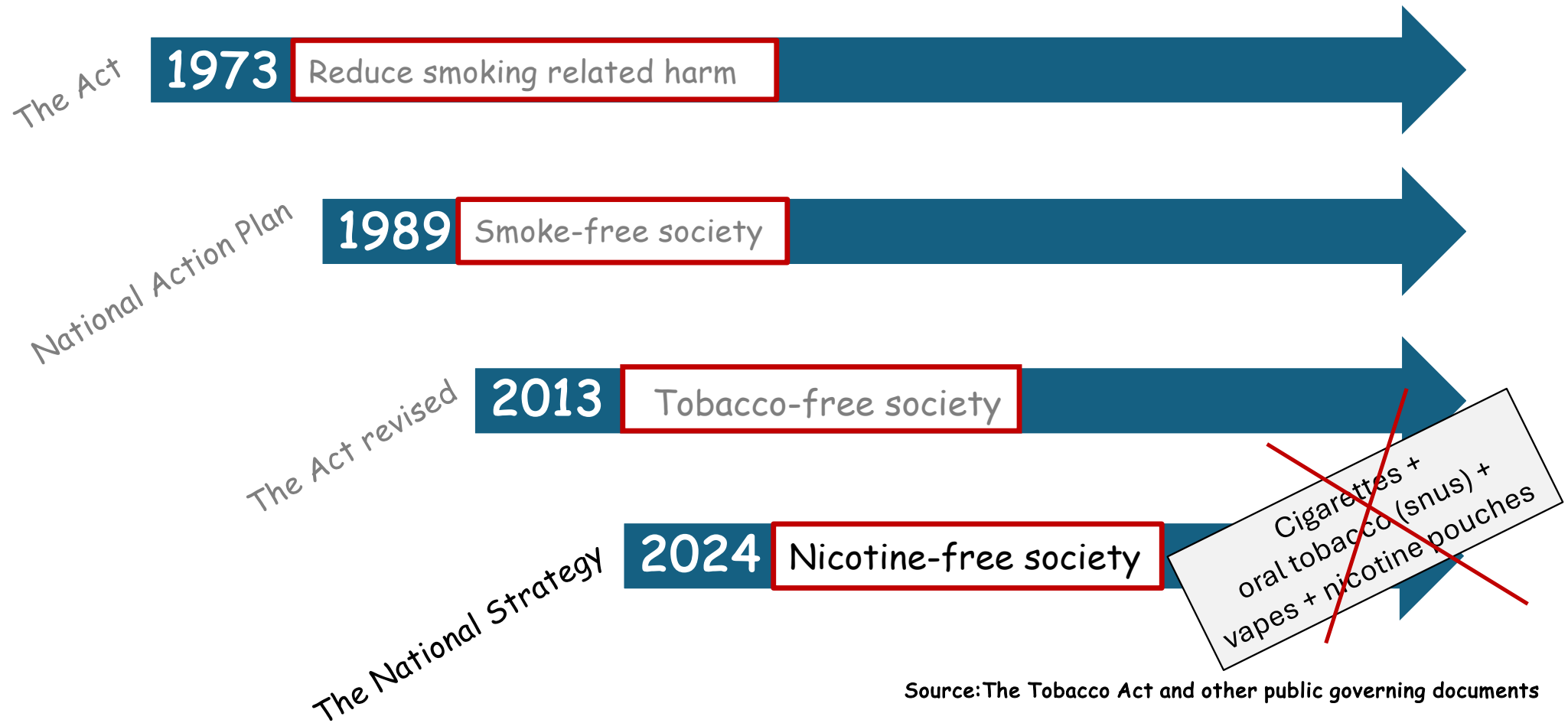


# The changing goals of the tobacco policy - as expressed in governmental documents



Sources: The Tobacco Act and other public governing documents

# The changing goals of the tobacco policy - as expressed in governmental documents



**POLITICO**

**Europe's war against tobacco  
has a new target: Nicotine**



*"We don't just need a smoke-free generation; we need a nicotine-free generation.  
Many health ministers support this idea"*

Euractiv February 25, 2025.



Estonian Health Minister  
Riina Sikkut

29 jan 2025 | **Pression normative**

## Neuder veut passer en force pour interdire les sachets de nicotine

Le nouveau ministre chargé de la Santé, Yannick Neuder (voir **29 décembre 2024**), n'a pas tardé à monter au créneau contre les sachets de nicotine. Pour fermer la porte au dialogue.

Ce 27 janvier, en Commission des Affaires sociales et en fin de séance, il a en effet fait comprendre qu'il était prêt à une intervention sèche, administrative. Sans poursuite d'un dialogue au niveau du Parlement.



**France bans nicotine pouches - with jail and fines threatened**



**FIVE YEARS?! Pouch users in France could face jail time under new law**

French experts call for tobacco  
policy rethink



Sachets de nicotine : réguler  
plutôt qu'interdire, un enjeu  
de santé publique

17 nov 2024 | L'essentiel, Pression normative

**Sachets de nicotine : appel de huit addictologues**

Face à l'annonce d'une prochaine interdiction des sachets de nicotine (voir 30 octobre), un collectif d'addictologues (William Lowenstein, Anne Borgne, Marion Adler, Nicolas Authier, Bertrand Lebeau-Leibovici, Philippe Arvers, Benjamin Rolland, Jean-Pierre Couteron) plaide, dans le *Journal du Dimanche* / JDD de ce 17 novembre, pour une régulation rigoureuse plutôt qu'un bannissement.

A close-up photograph showing several white, rectangular nicotine pouches piled together in a white container.

ECOQUICK

**Interdiction des sachets de nicotine : une  
fausse-bonne idée alertent les  
addictologues**

POLITICS

**How nicotine pouches became the latest  
political battle**



Le Monde



France's vape and nicotine pouch bans could trap millions in smoking, report warns

NEWS

HARM REDUCTION

by Tim Hong · 20 hours ago

« Sur la cigarette électronique, le Haut Conseil de la santé publique a une position "antivape" avec des arguments "antivax" »

EU Today

BUSINESS & ECONOMY

FEATURED

TRENDING NOW

GROWING ANTI-VAPING HYSTERIA RISKS UNDERMINING EU'S TOBACCO-FREE GOALS

written by EUToday Correspondents | March 21, 2025

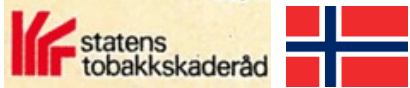
« Le meilleur devient l'ennemi du bien »

## The 'mission creep' in tobacco control:

Spawned by achievements along the way, there has been a gradual expansion from the original goal of **reducing smoking related harm** to a new ambition of a **nicotine-free society** that imply measures (like banning pouches) in danger of undermining the original goal



Norwegian Council on Tobacco or Health

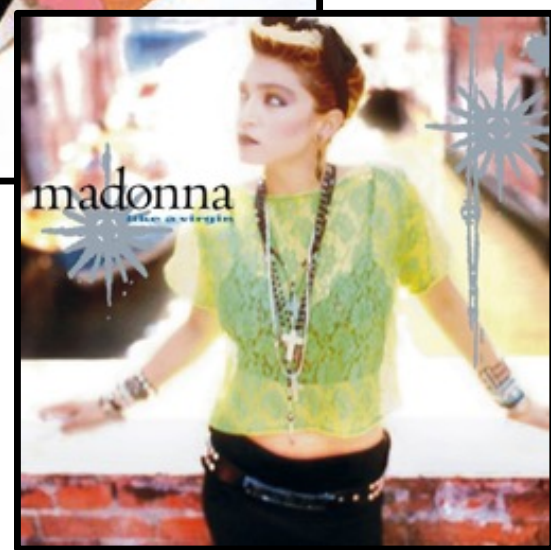
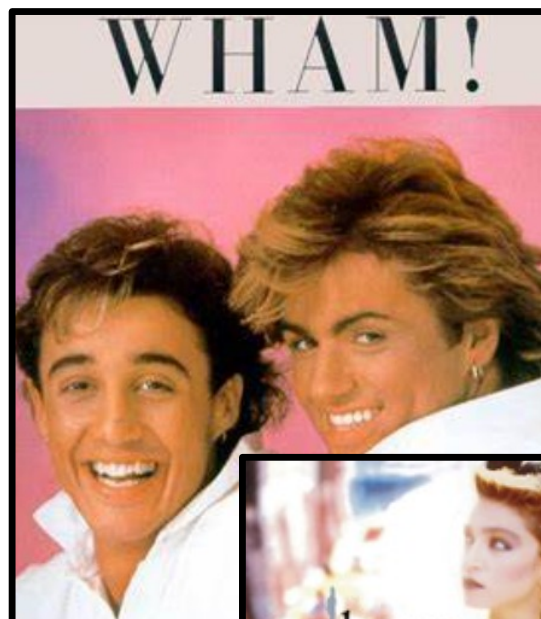


1986

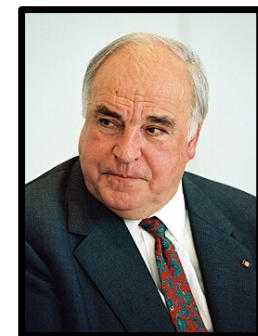
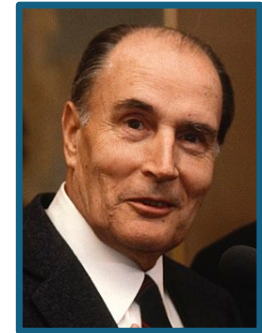




1980s  
....era of roller skates, ghetto blaster, Walkman, Wham, Madonna....



1980s  
....when these people ruled the western world....





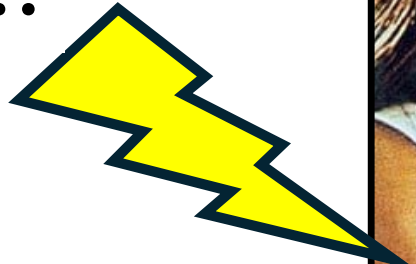
1980s -  
The era of ridiculous tobacco advertising

Royale  
Menthol:  
BLONDE



1980s -  
...when passive smoking wasn't invented as a problem....

!!!



**Blow in her face and she'll follow you anywhere**

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

TIPALET	TIPALET	TIPALET	TIPALET
Cherry	Burgundy	Blueberry	Wild!

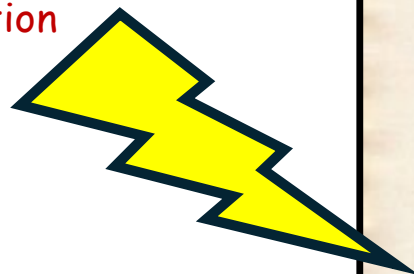
New from Muriel. About 5 for 25¢.

Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet®**



1980s -  
...the scandal of low-tar cigarettes....

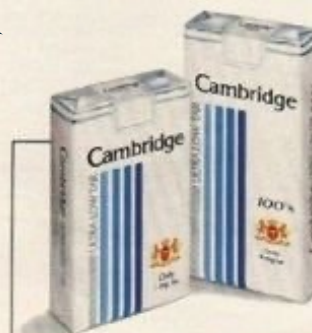
...the 'fake'  
harm reduction  
claims...



Introducing Cambridge Box:

# The lowest tar cigarette ever.

Discover Cambridge contentment. The very special satisfaction of knowing that with Cambridge Box—less than 0.1 mg tar—you're getting the lowest tar cigarette ever made, yet still enjoying the unique pleasures of smoking.



**Also  
available in Soft Pack  
and 100's.**

Ultra low 1 mg Soft Pack. 4 mg 100's.

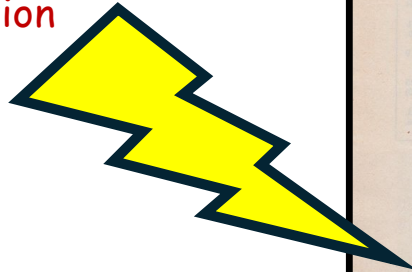
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1997

Box: Less than 0.1 mg "tar," 0.01 mg nicotine—Soft Pack: 1 mg "tar," 0.1 mg nicotine—100's: 4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.


1980s -  
...the scandal of light cigarettes....

...the 'fake'  
harm reduction  
claims...



**Now in the Flip-Top® box.**

Soft pack or new Flip-Top box.



**Marlboro  
LIGHTS**  
LOWERED TAR & NICOTINE

**Marlboro  
LIGHTS**  
LOWERED TAR & NICOTINE

**Marlboro  
Lights**

**The spirit of Marlboro in a low tar cigarette.**

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

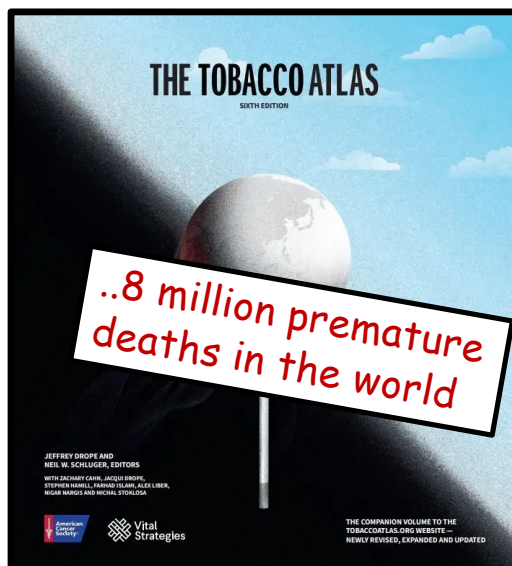
12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec:79  
Box: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.





....the lying CEOs of the tobacco industry....

A sociocultural climate for smoking that eventually resulted in ...



..similar to COVID-19  
- but every year...



*...so in 1980s..  
...tobacco control was simpler than now....*

....because we had a clarity of goals....

....to reduce **smoking**-related death & disease

....to reduce **smoking** onset

.... to increase **smoking** cessation

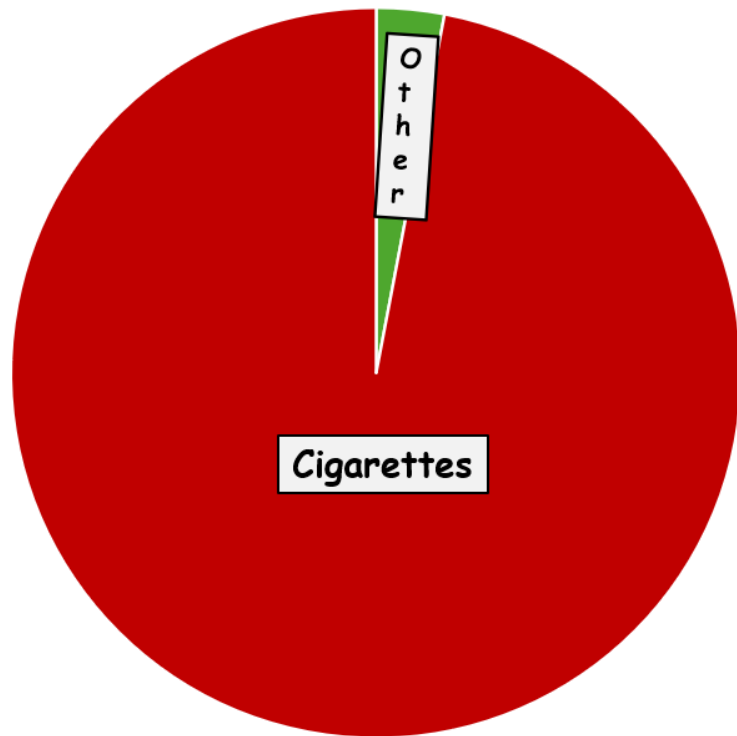
....to protect the population against passive **smoking**

....to drive the **cigarette** industry out of business



1980s  
....when tobacco control was simpler than now....

Historic nicotine market



Fight against smoking = Fight against nicotine  
...no reason to separate the two...

	Products for inhalation	Products for oral use
Pure nicotine-based products		
Tobacco based products		

..but then the diversification of the nicotine market occurred ....

## Types of non-combustible nicotine products for (non-therapeutic) recreational use

	Products for inhalation	Products for oral use
Pure nicotine-based products	 <p>E-cigarettes</p>	
Tobacco based products		

## Types of non-combustible nicotine products for (non-therapeutic) recreational use

	Products for inhalation	Products for oral use
Pure nicotine-based products	 <p>E-cigarettes</p>	
Tobacco based products	  <p>Heated-tobacco</p>	

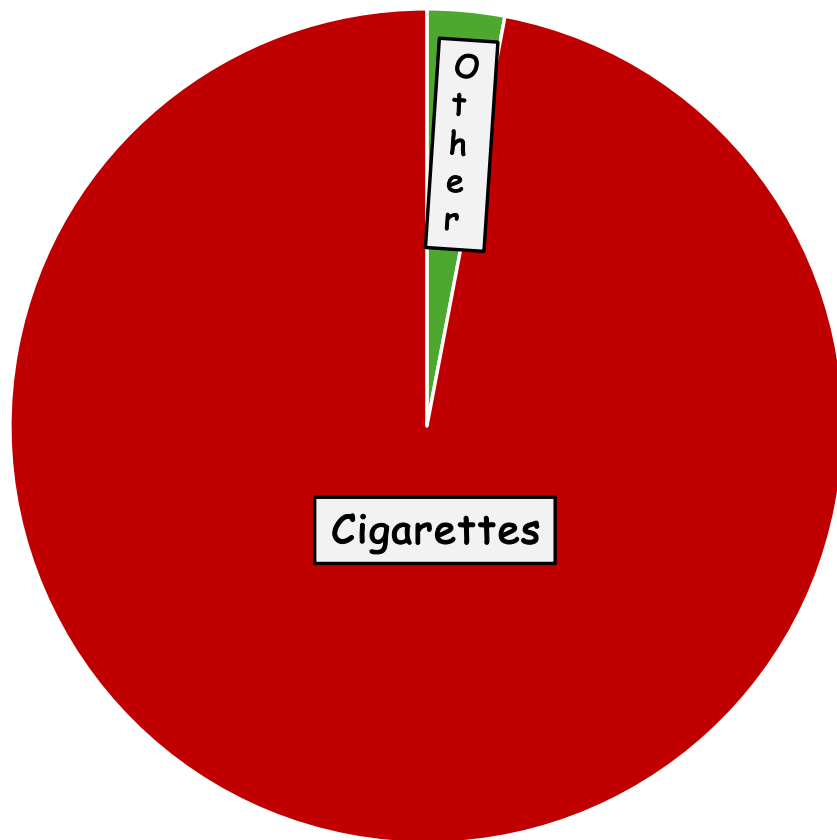
## Types of non-combustible nicotine products for (non-therapeutic) recreational use

	Products for inhalation	Products for oral use
Pure nicotine-based products	 <p>E-cigarettes</p>	 <p>Tobacco-free nicotine pouches</p>
Tobacco based products	 <p>Heated-tobacco</p>	

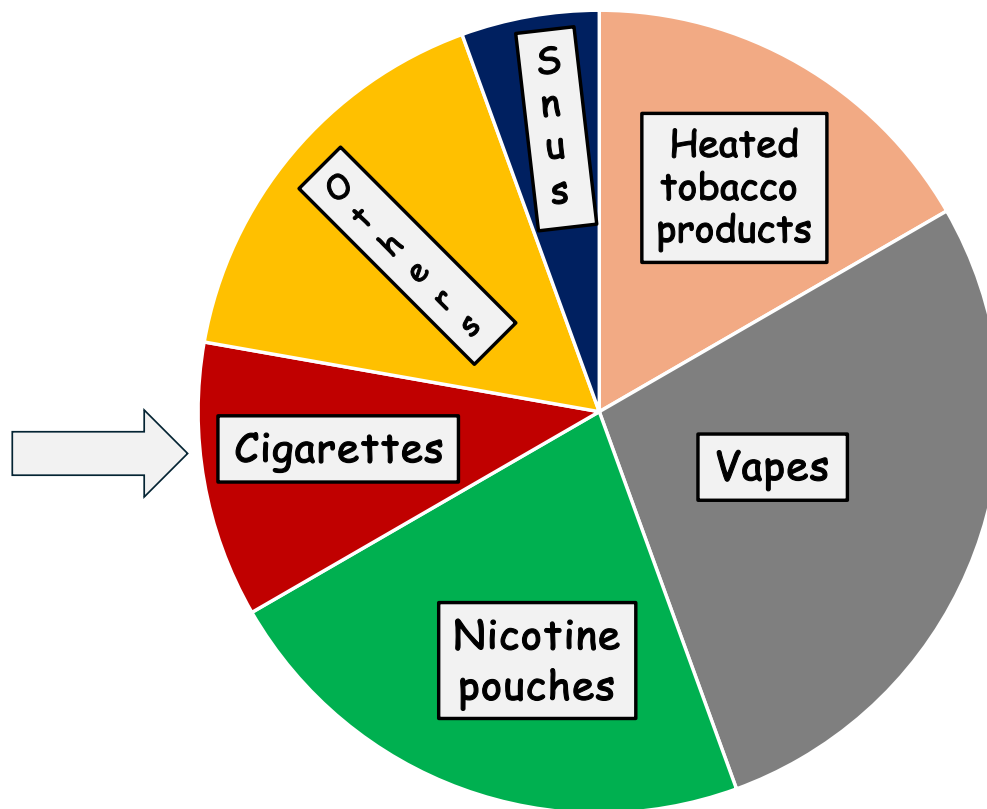
## Types of non-combustible nicotine products for (non-therapeutic) recreational use

	Products for inhalation	Products for oral use
Pure nicotine-based products	 <p>E-cigarettes</p>	 <p>Tobacco-free nicotine pouches</p>
Tobacco based products	  <p>Heated-tobacco</p>	 <p>Snus</p>

Historic nicotine market



Future nicotine market



The default 'hangover' due to its association with smoking:  
**Nicotine is bad !!**



# Systematic reviews on health effects from non-combustible nicotine products



# Systematic reviews on health effects from non-combustible nicotine products

The National Academies of  
SCIENCES • ENGINEERING • MEDICINE

**CONSENSUS STUDY REPORT**

**Public Health  
Consequences of  
E-Cigarettes**

Public Health  
England

Protecting and improving the nation's health

**Vaping in England: an evidence  
update including mental health  
and pregnancy, March 2020**

A report commissioned by Public  
Health England

Authors: Ann McNeill<sup>1</sup>, Leonie Brose<sup>1</sup>, Robert Calder<sup>1</sup>, Linda Bauld<sup>2,3</sup>, Debbie Robson<sup>1</sup>

<sup>1</sup> King's College London  
<sup>2</sup> University of Edinburgh  
<sup>3</sup> Cancer Research UK

**Committee on  
Toxicity**

**Statement on the potential  
non-nicotine) delivery systems**

**Background and scope**

**Royal College  
of Physicians**

**Nicotine without smoke  
Tobacco harm reduction**

**Conclusion:**

- not risk-free
- harms are associated with the delivery system
- not primarily with the drug nicotine

**Keywords:** Nicotine pouch, Oral health, Systematic review

**Electronic cigarettes and health outcomes: umbrella  
and systematic review of the global evidence**

Emily Banks AM, Amelia Yazdgergouei, Sinan Brown, Mai Nguyen, Melonie Martin, Katie Beckwith, Amanda Daluwatta, Jai Campbell, Grace Joshy

**Abstract**  
Objective: To review and synthesise the global evidence on the health effects of electronic cigarettes (e-cigarettes), vapes, and nicotine pouches. This is a systematic review (based on major independent reviews) of the health effects of electronic cigarettes (e-cigarettes), vapes, and nicotine pouches. The review was conducted by the National Academies of Sciences, Engineering, and Medicine (NASEM) Committee on Toxicity.

**A systematic review of cancer risk from  
tobacco (Swedish snus) exclusively, compared with risk  
of tobacco**

Håkon Valen<sup>1,2</sup> | Rune Becher<sup>1,2</sup> | Gunn Elisabeth Vist<sup>3</sup> | Jørn Andreas Holme<sup>4</sup> |  
Kristin Ørjasæter Elvsaas<sup>3</sup> | Jan Alexander<sup>1</sup> |  
Tom Kristian Grimsrud<sup>4</sup>

**Abstract**  
Background: Swedish snus is a form of tobacco that is used exclusively, compared with risk of tobacco. The aim of this review was to assess the cancer risk from Swedish snus exclusively, compared with risk of tobacco. Methods: We conducted a systematic review of the literature on the cancer risk from Swedish snus exclusively, compared with risk of tobacco. Results: The review found that the use of Swedish snus exclusively, compared with risk of tobacco, was associated with a lower risk of cancer. Conclusions: The use of Swedish snus exclusively, compared with risk of tobacco, is associated with a lower risk of cancer.

**Risk assessments based on  
- biomarkers of exposure  
- biomarkers of potential harm  
For snus  
- also epidemiology**

**Royal College  
of Physicians**

**Abstract**  
Introduction: Oral nicotine pouches (ONPs) are a new class of nicotine products. This scoping review summarizes evidence on ONPs and explores their potential public health impact. Aims and Methods: We conducted a structured literature search for empirical studies across three electronic databases through January 10, 2024. Outcomes included ONP product characteristics, use patterns, beliefs and perceptions, toxicity and marketing and sales. Results: Sixty-two studies were included. 17 were industry-funded. Most studies were from the United States. While large variations across studies were observed in ONP youth prevalence estimates, nationally representative U.S. studies find current use at 1.5% and lifetime use below 2.5% through 2023. Between 26% and 48% of U.S. adolescents and young adults have heard of ONPs, and 52.7% of tobacco-naïve youth were susceptible to trying them. U.S. adult use estimates varied widely (0.8%–3% current, 3%–16% lifetime use) and were limited to populations with a history of tobacco use. The chemical composition of ONPs suggests fewer harmful/potentially harmful compounds at lower levels than cigarettes and smokeless tobacco (SLT), except formaldehyde. Industry-funded studies find substantially less toxicity compared to cigarettes and suggest that higher nicotine-strength ONPs can deliver nicotine at levels comparable to or higher than SLT or cigarettes, although with slower nicotine release than cigarettes. Evidence on the cytotoxicity of ONPs relative to SLT is mixed. Conclusions: ONPs appear to be less toxic than cigarettes and deliver comparable nicotine, presenting an alternative for combustible product users, although key data are mainly available from industry-funded studies. Data from independent research is critically needed. Industry marketing of ONPs may encourage initiation in youth and sustained and dual use in adults. Implications: The review provides an initial assessment of the potential role of ONPs in harm reduction and aims to determine unintended consequences of their use (youth uptake and dual-use) and identify populations that disproportionately use the product. This information is essential for tobacco regulatory bodies in determining the net public health impact of nicotine pouches.

**The Potential Impact of Oral Nicotine Pouches on Public Health: A Scoping Review**

Nargis Travis MS<sup>1</sup>, Kenneth E. Warner PhD<sup>2</sup>, Maciej L. Goniewicz PhD<sup>3</sup>, Hayoung Oh MPH<sup>4</sup>, Radhika Ranganathan MS<sup>1</sup>, Rafael Meza PhD<sup>4</sup>, Jamie Hartmann-Boyce PhD<sup>4</sup>, David T. Levy PhD<sup>5</sup>

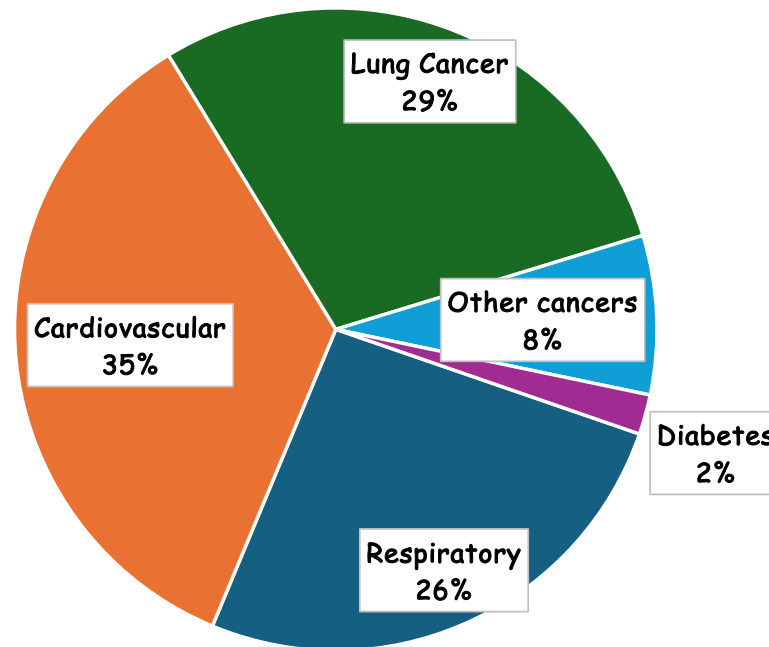
<sup>1</sup>Lundberg Comprehensive Cancer Center, Georgetown Medical University, Washington, DC, USA  
<sup>2</sup>Department of Health Management and Policy, School of Public Health, University of Michigan, Ann Arbor, MI, USA  
<sup>3</sup>Department of Health Behavior, Roswell Park Comprehensive Cancer Center, Buffalo, NY, USA  
<sup>4</sup>Department of Integrative Oncology, BC Cancer Research Institute, Vancouver, BC, Canada  
<sup>5</sup>School of Population and Public Health, University of British Columbia, Vancouver, BC, Canada  
<sup>6</sup>Department of Health Promotion and Policy, University of Massachusetts, Amherst, MA, USA

Corresponding Author: Nargis Travis, MS<sup>1</sup>, Lundberg Comprehensive Cancer Center, Georgetown Medical University, Washington, DC, USA. Telephone: 202-658-3022; E-mail: ntravis@georgetown.edu

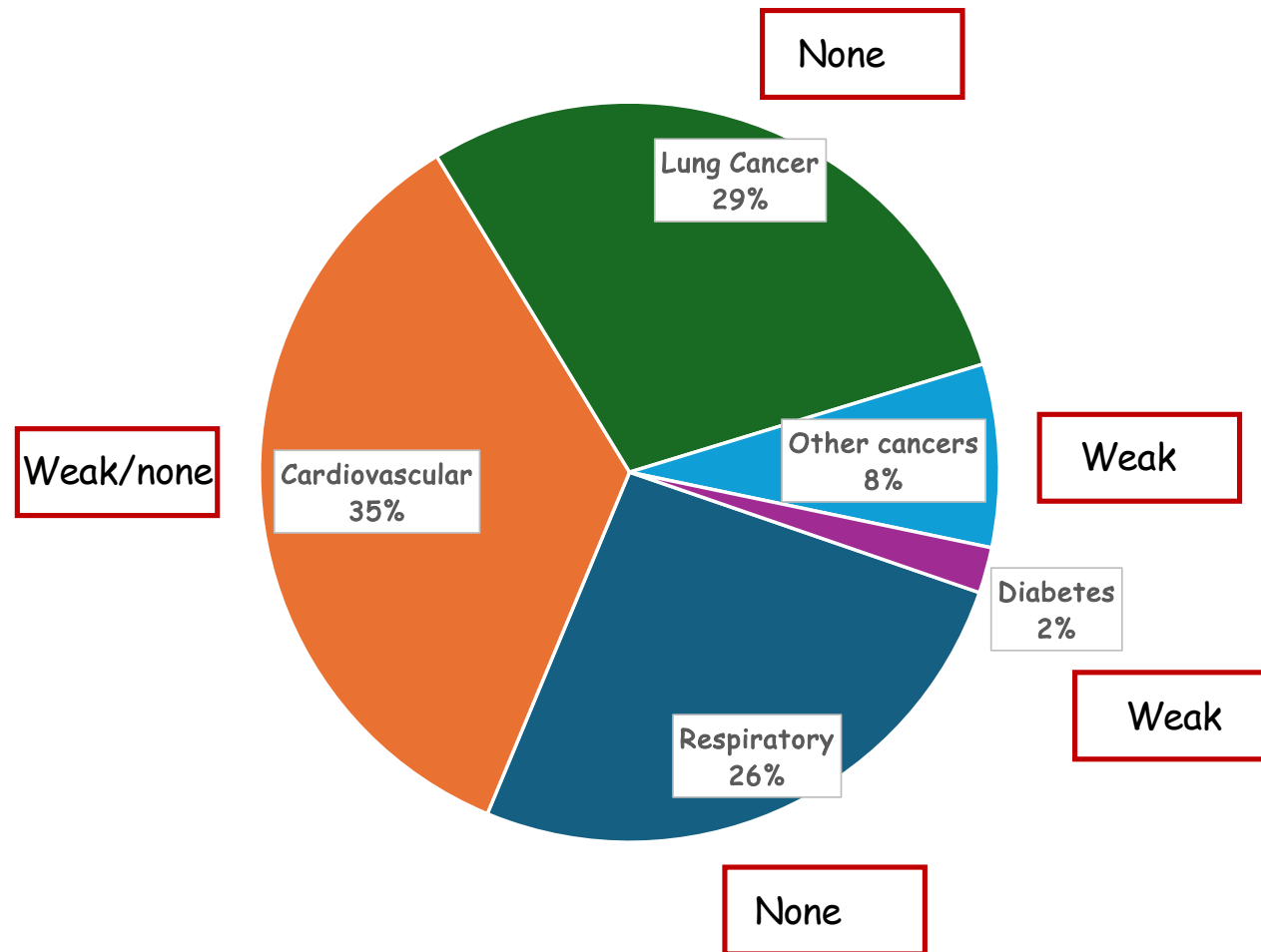
**CLEARING THE SMOKE**

NIH National Institutes of Health

When smokers die from smoking-related diseases, they die from...



## Smoking-related diseases - association with snus use...



## Death rates (age standardized) per 100,000 attributable to tobacco in 2019



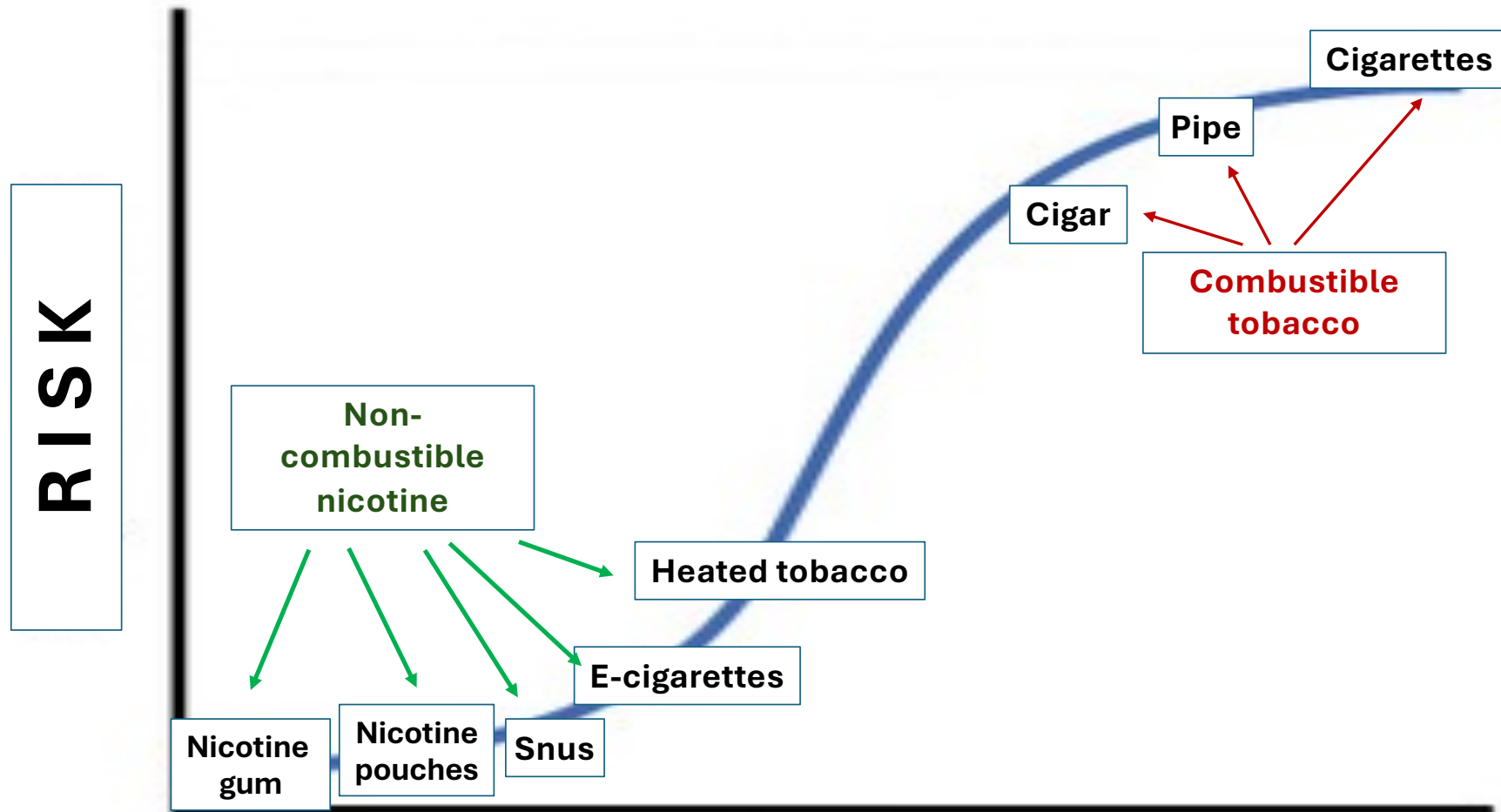
	MEN	
	Sweden	EU average
All causes	72	128
Tracheal, bronchus & lung cancer	14	36
Ischemic heart disease	18	25
Stroke	4	8
COPD	9	17

Swedish men consume the same volume of tobacco as men in the EU - but mostly in the form of snus

Compiled from The Global Burden of Disease Study

Ramström (2020)

## The risk gap between combustible and non-combustible nicotine products

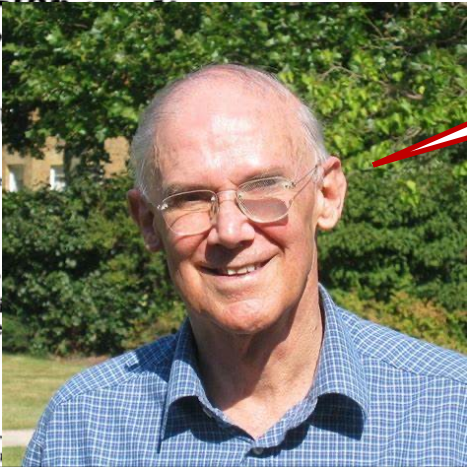


Risk estimates according to expert committees  
(RCP 2016, Travis et al 2022, Shahab et al 2017, Adams et al, Nutt et al 2014, Levy et al 2004,  
BfR 2023, Lee et al 2022, Azzopardi et al 2022, Cheung 2020, COT 2022, FDA 2019, NESAM 2019, McNeill et al 2022, SCENIHR 2008)



*"People smoke for the nicotine but die from the tar"*

(and the carbon monoxide, heavy metals etc..)



Michael Russell 1932-2009

Low-tar  
safer  
M A H R  
British Medical  
Summary  
The logic of  
switch to c  
questionable  
available in

Cigarette  
new approach to

reduction of tar intake is limited by the reluctance of smokers to tolerate similar reductions in nicotine. A new approach would be to aim at lowering tar yields of cigarettes from the present average of 18 mg to around 6 mg but maintaining nicotine yields at around 1.0 to 1.2 mg, which would be acceptable to most smokers. This approach requires that emphasis be placed on tar: nicotine ratios as well as on the absolute yields. These ratios for brands on sale in Britain today average 14.2 and range from 9.6 to 20.8. They provide an additional guide for comparing the relative harmfulness of different brands. For example, 35% of cigarette smokers in Britain smoke either Embassy Filter or Players No 6 Filter; by changing to John Player Carlton King Size they could reduce their tar intake by more than 20% without having to suffer any nicotine deprivation.

Addiction Resea  
London SE  
M A H RUS  
consultant ps  
and honorary

How did the Tobacco Control Community respond to the diversification on the nicotine market?





*We fight for a  
nicotine-free  
society*

2010 ->

*'Our main goal  
is to reduce  
smoking-related  
diseases'*

Purists

Pragmatists

Tobacco  
control  
community



*Is a nicotine-free society achievable?*

≡ EL PAÍS

TOBACCO >

## Karl Fagerström: 'A tobacco-free society is a realistic goal, but a nicotine-free society is difficult'

The clinical psychologist and creator of the Fagerström test talks about therapeutic options for people with tobacco use disorder



*Oh no! ...  
...not the 'war on drugs' all over again?*

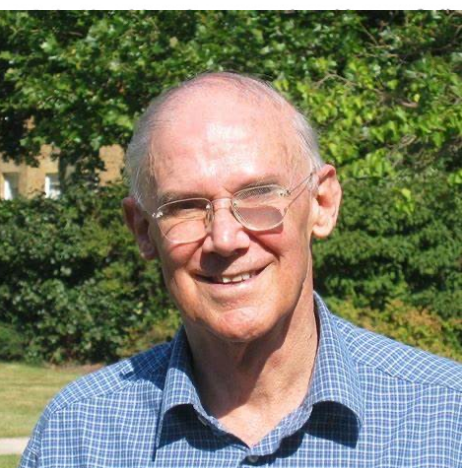
## Cigarette smoking: natural history of a dependence disorder

By M. A. HAMILTON RUSSELL\*

In 1604 King James I counterblast to tobacco as 'a branch of the sin' is the root of all sin, alcoholism in moral a complex psychol King James was, at point out what man ally smoking and al it belongs, togethe heroin, barbiturates, dependence-producing

Not only is smoking drinking (McKenna) is also statistically h study of psychiatric 92 per cent of alcoh compared with 50 per cent the same hospital. Fu also tended to smoke Fraser, 1968). Other smoking is associate well as with drink

quent boys 19 per cent were regular drink used drugs, compared with 40 and 21 per cent respectively of the heavy smokers (Backhouse & James, 1970). In a sample of registered heroin addicts attending clinics in London 99 per cent were smokers (Stimson & Ogborne, 1970, personal communication), whereas 58 per cent of the general population smoke (Todd, 1969). Moreover, heroin addicts and other drug users tend to smoke more heavily and to have started at an earlier age than the general population. The association of smoking with alcoholism and other drug



Michael Russell 1932-2009

London, to add cigarette smoking to its field of study.

### THE MEANING OF DRUG DEPENDENCE

The separation of drug abuse into the two categories 'habituation' and 'addiction' was never satisfactory. In 1964 the World Health Organization proposed use of the single term 'dependence' and suggested that each drug produced its own type of dependence which could be predominantly either 'physical' or 'psychological'. Physical dependence is generally held to involve the presence of physiological adaptive changes (Paton, 1969b; Collier, 1969). These include: (i) tolerance

ages of the high te and other icts (Stimson munication; es that we are where these re used, there

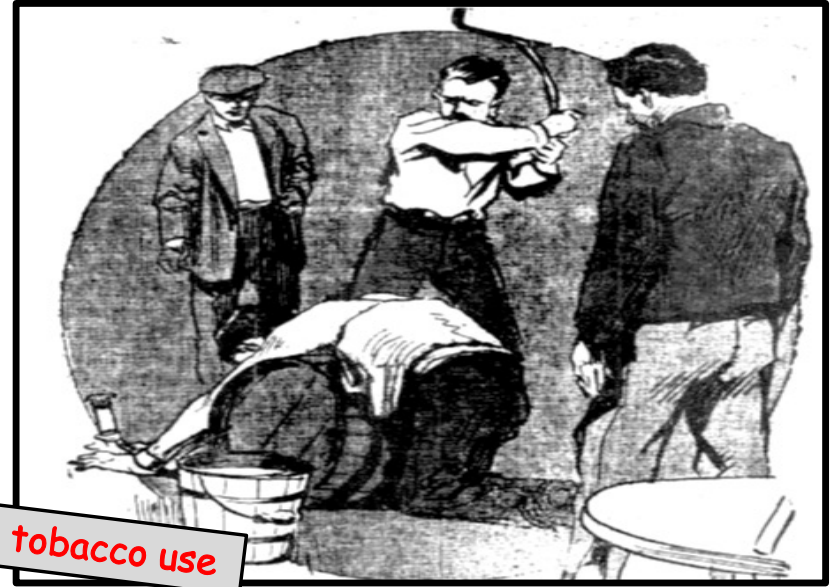
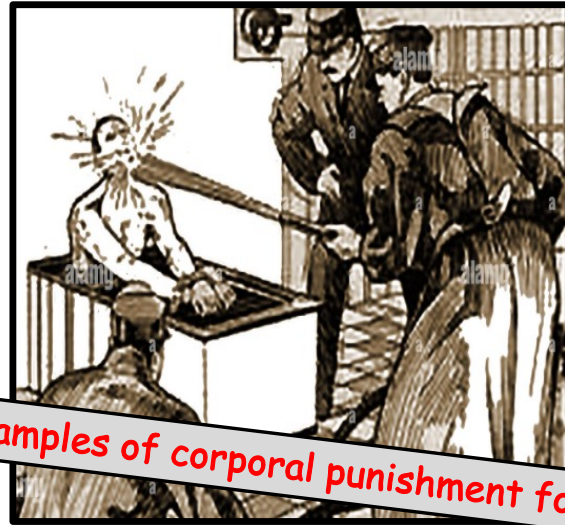
gard cigarette neither mino, disorder of a and all the square in the disorders. Its less pressing nce-producing ve control of ally the most is likely to be century. It is disorders may that cigarette of this ddition

psychiatry, of this ddition

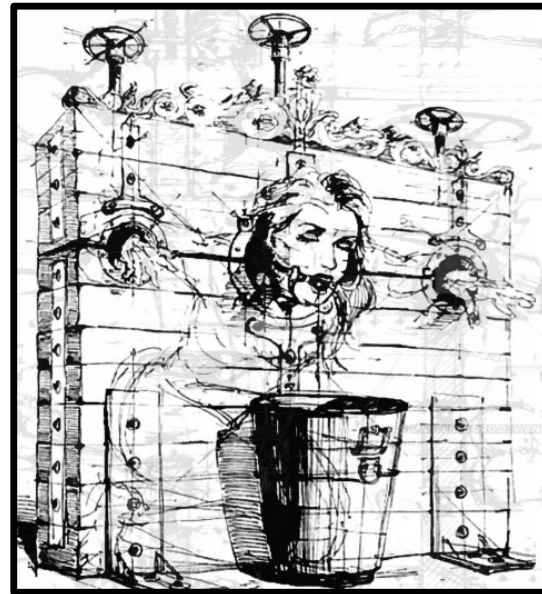
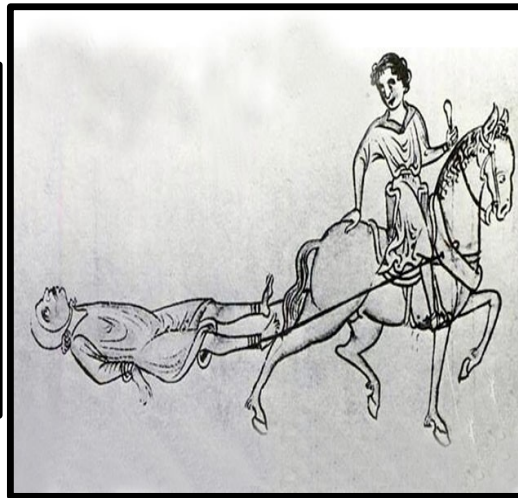
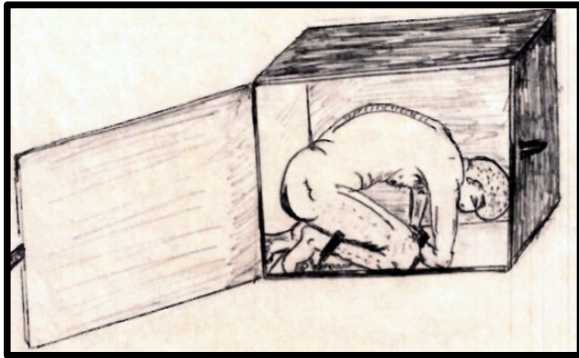
"One nicotine product has never left the market without being replaced by another"





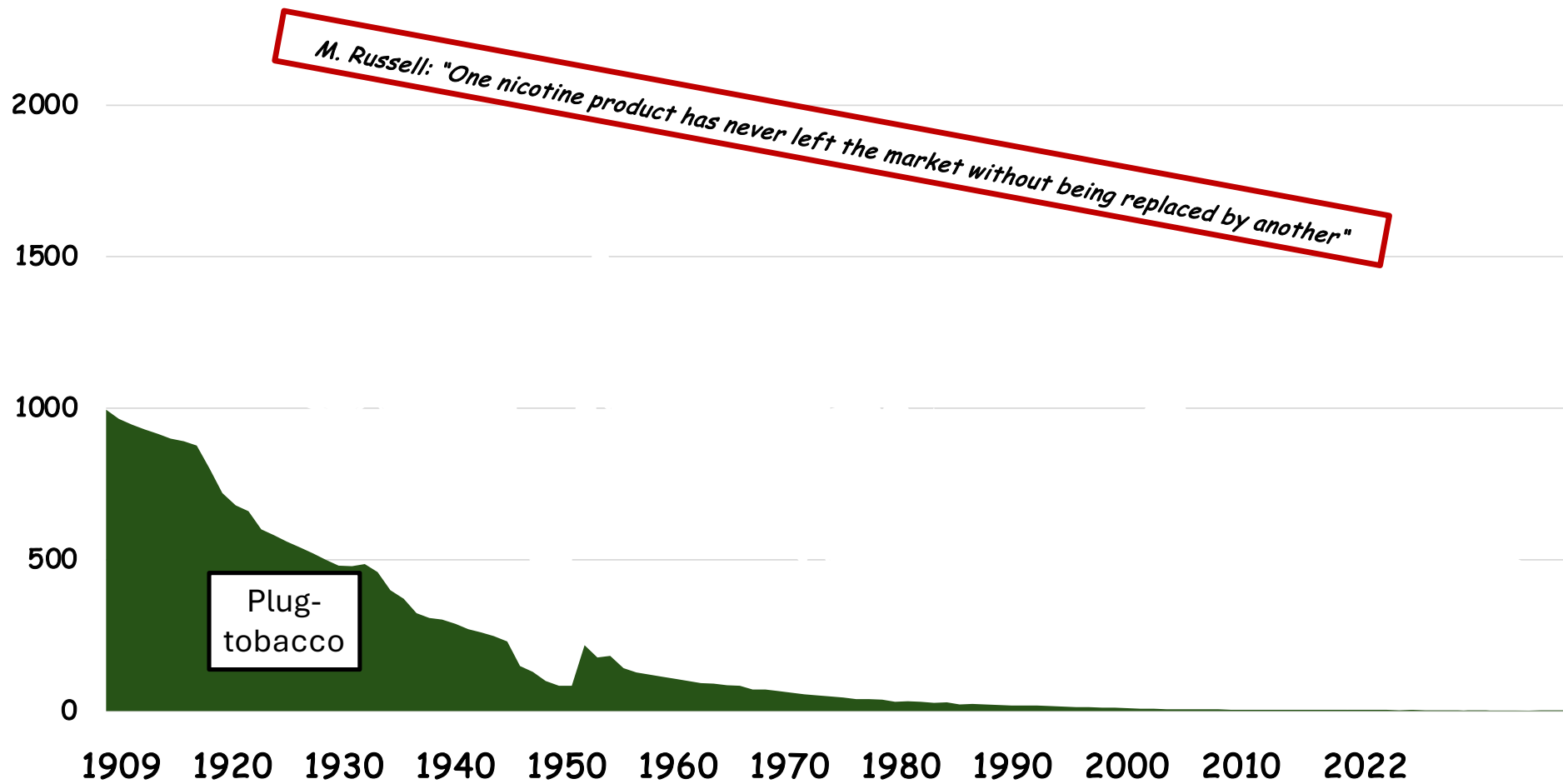


Historical examples of corporal punishment for tobacco use



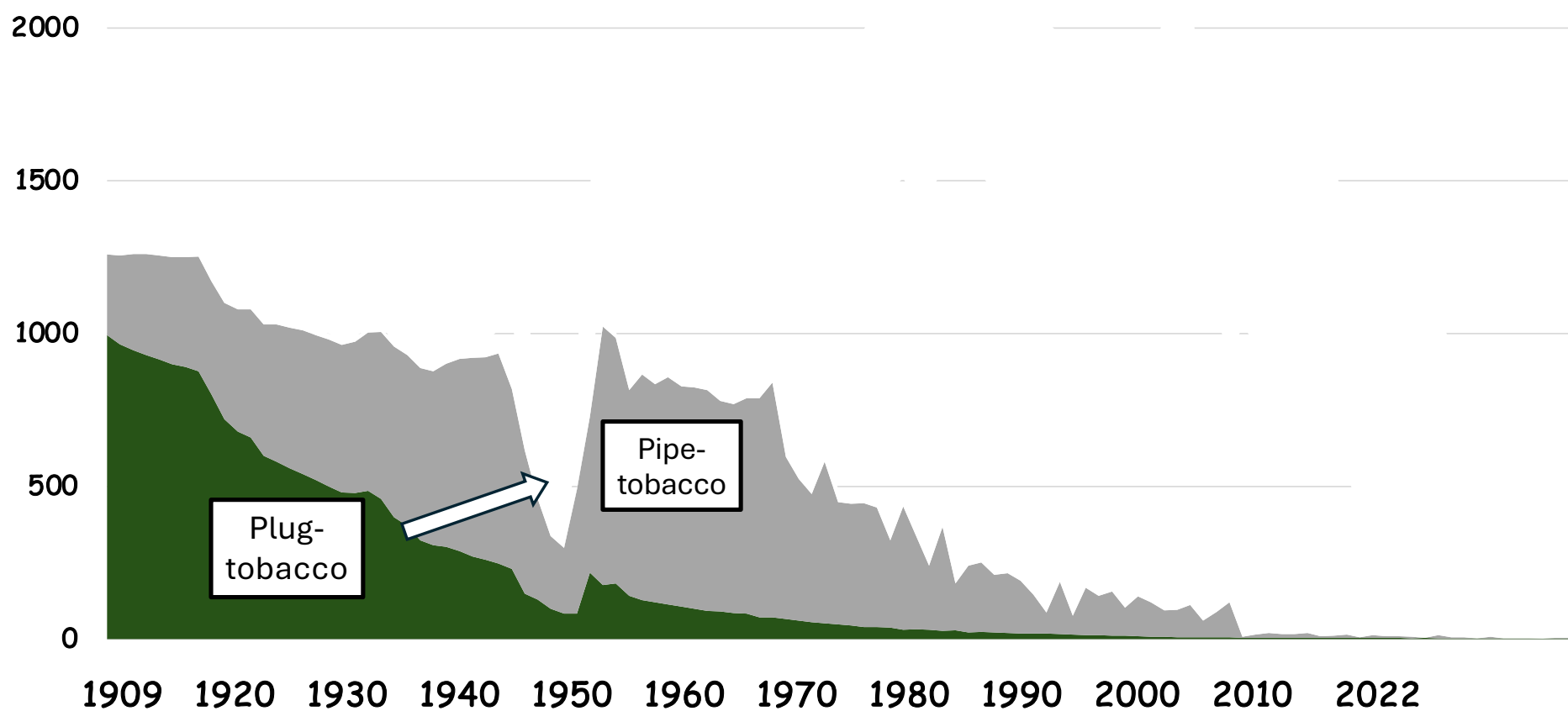
# The historic substitutability of tobacco products

Case: Norway 1909-2022



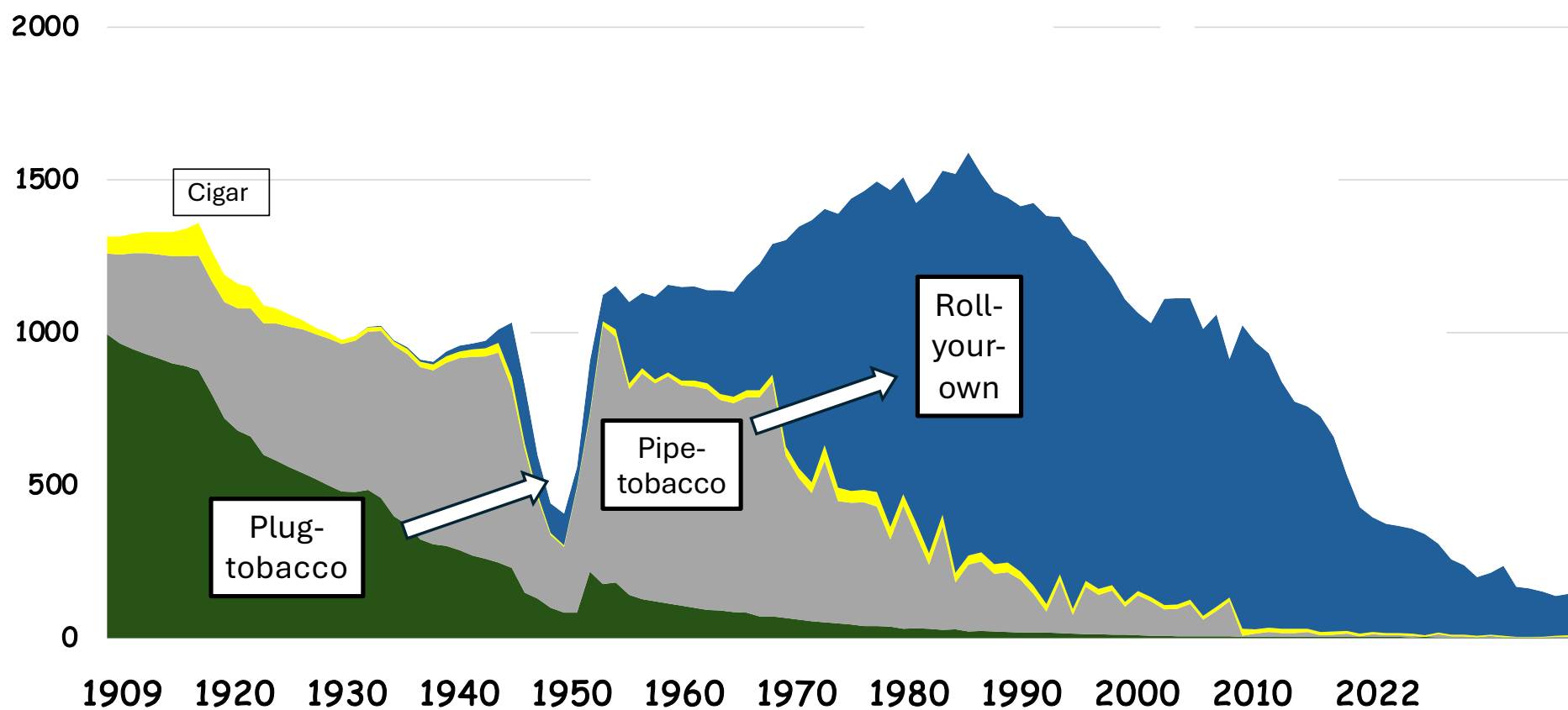
# The historic substitutability of tobacco products

Case: Norway 1909-2022



# The historic substitutability of tobacco products

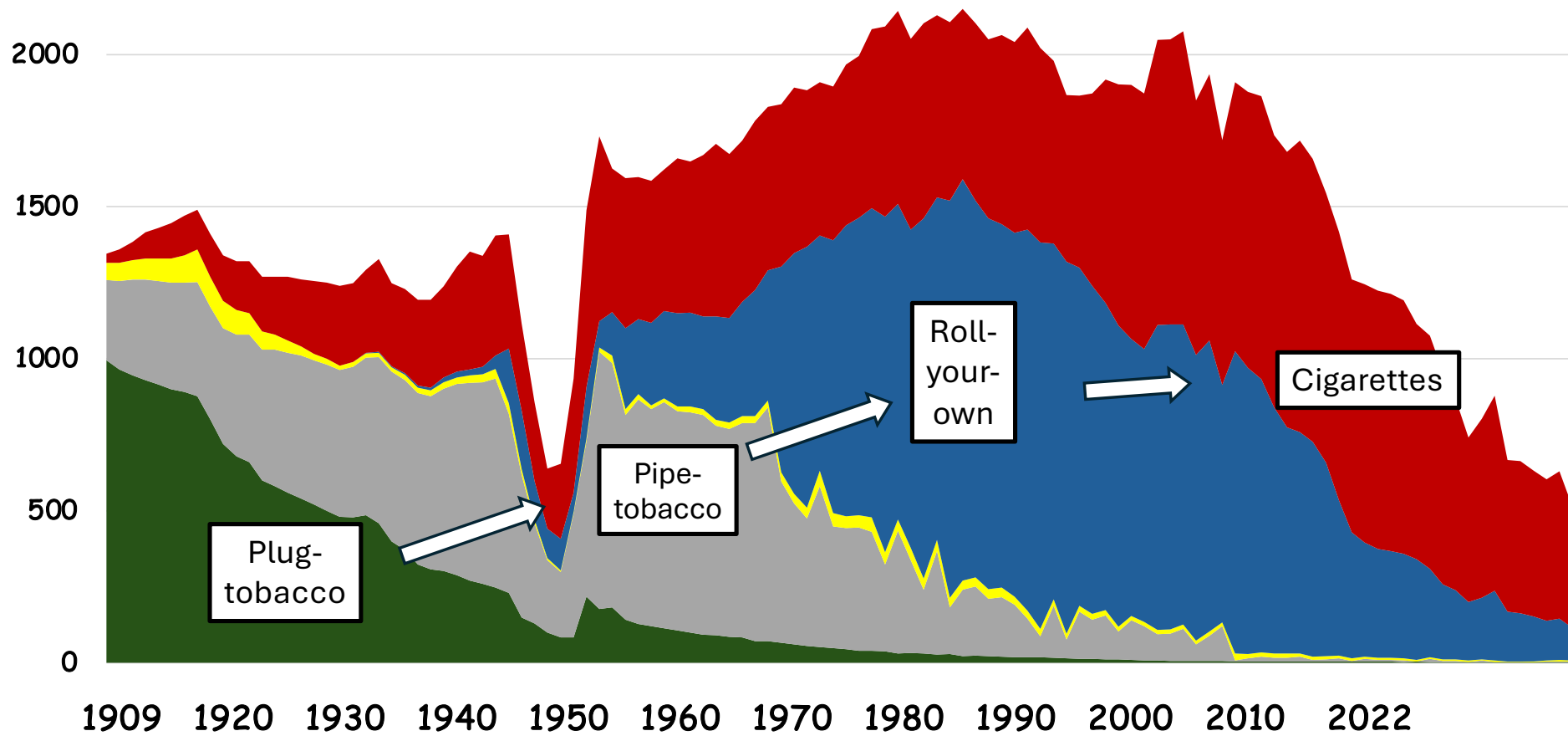
Case: Norway 1909-2022





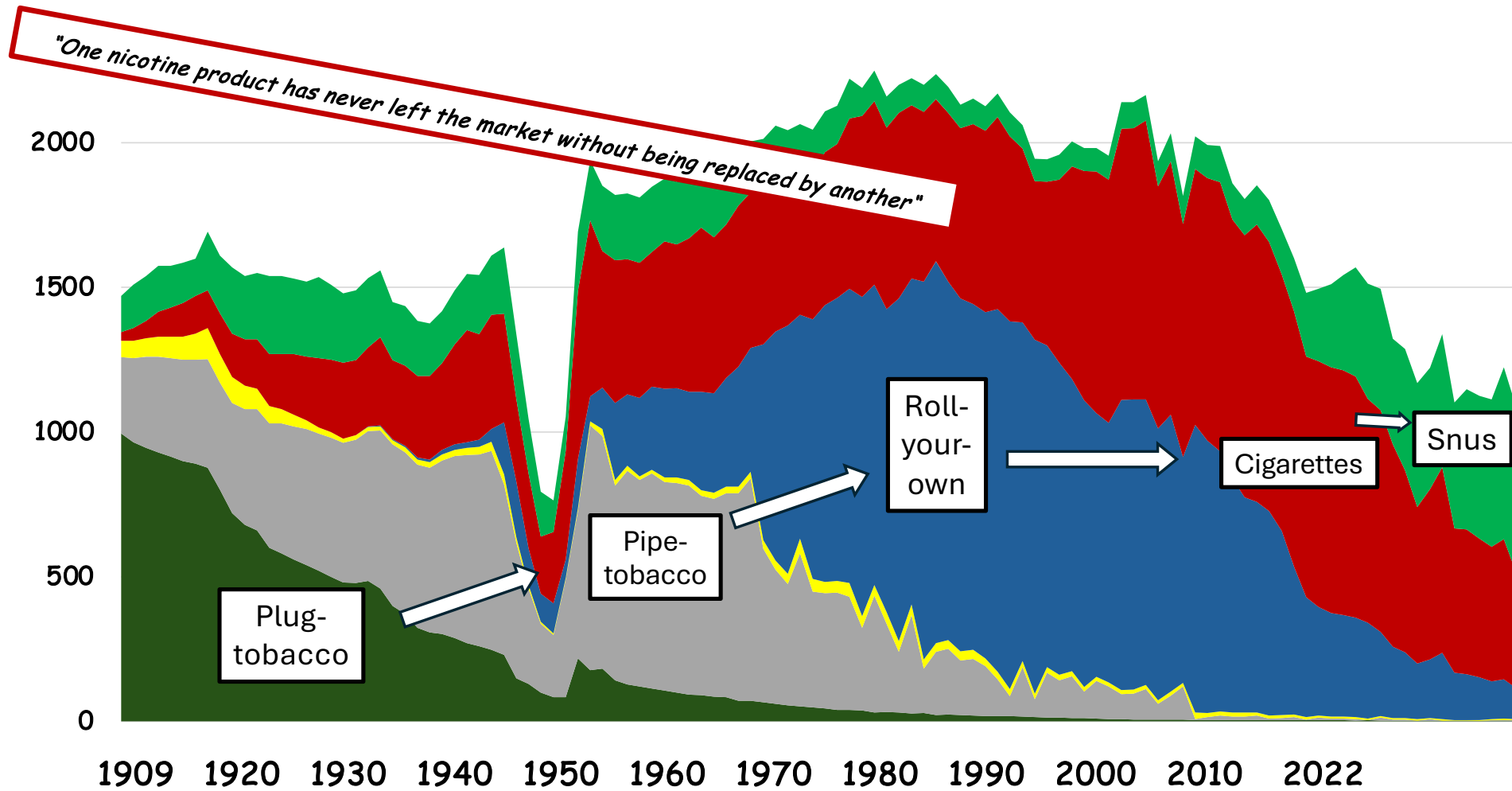
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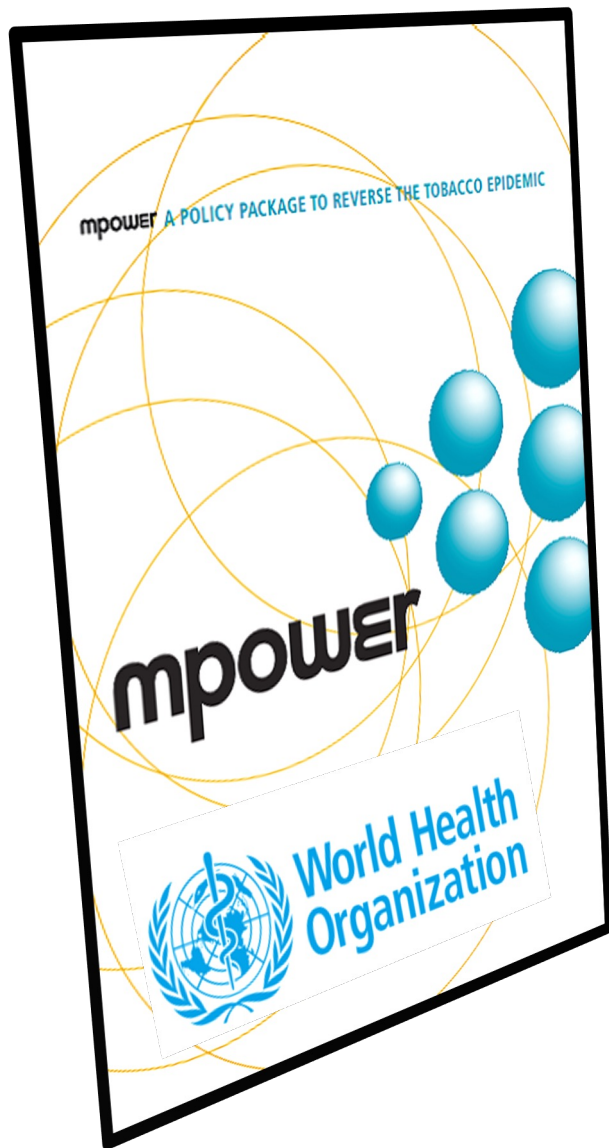
Case: Norway 1909-2022



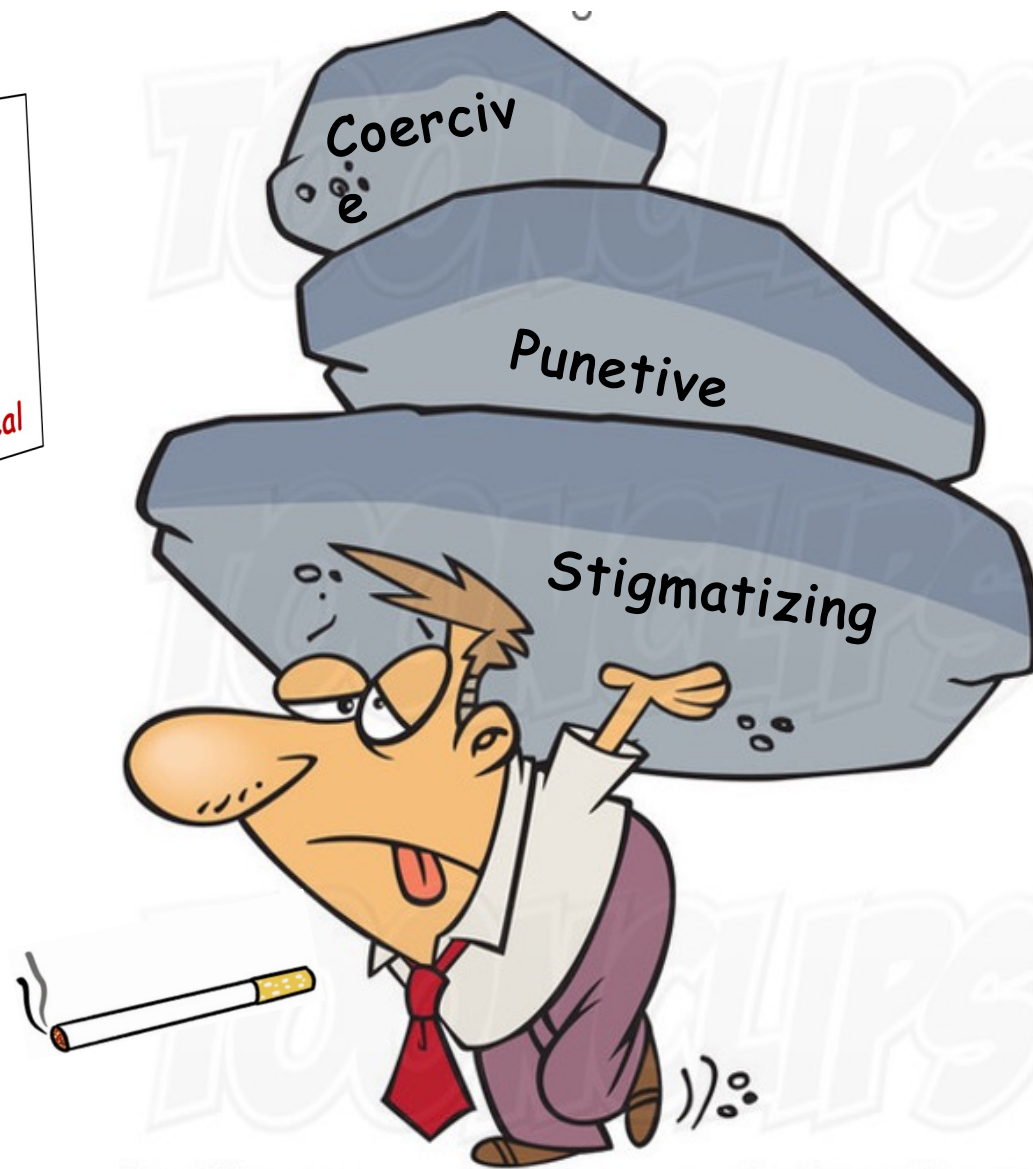
# The historic substitutability of tobacco products

Case: Norway 1909-2022





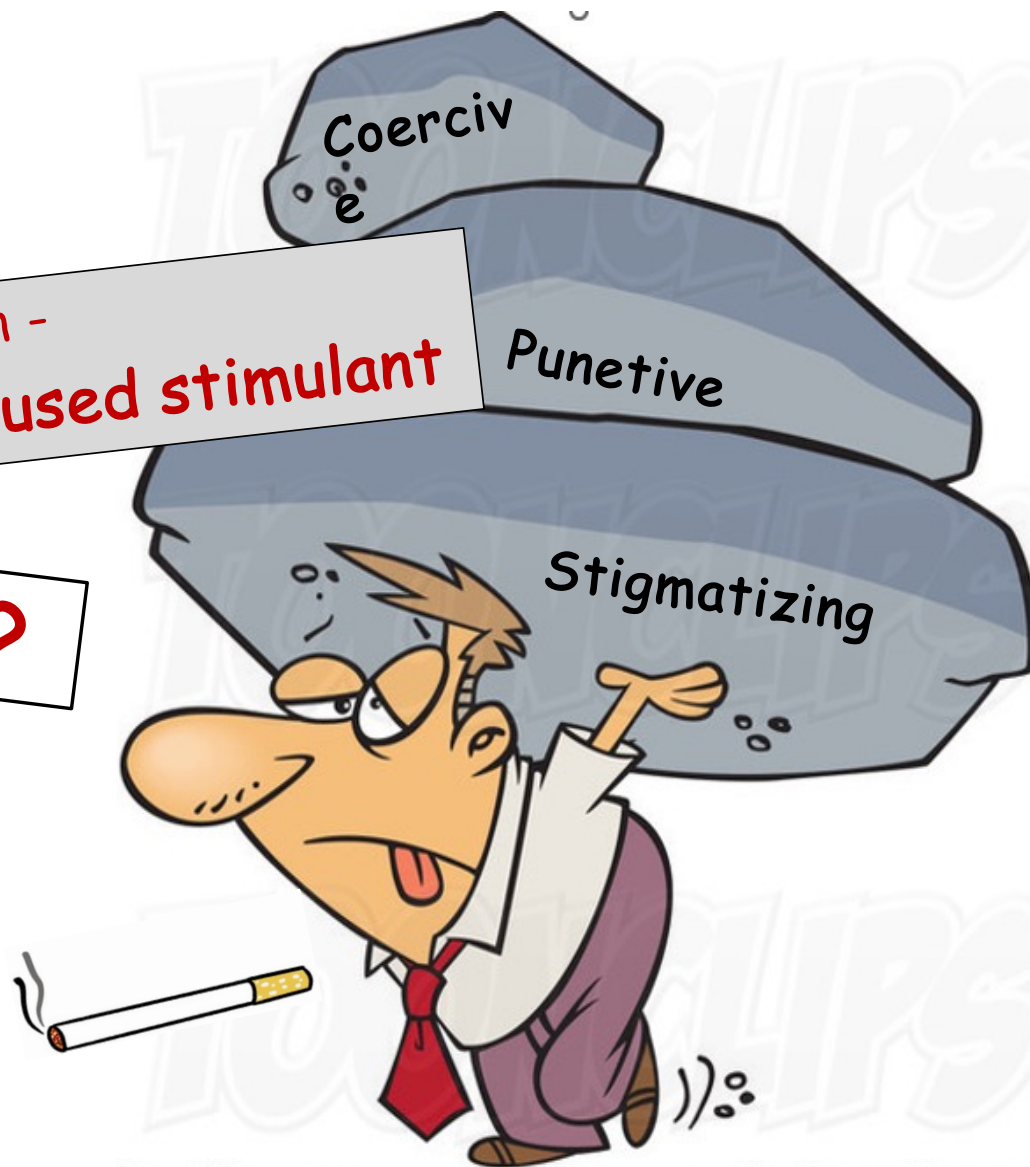
scare  
tax  
denormalise  
restrict  
remove product appeal





Despite its demonization -  
nicotine the second most widely used stimulant

Why..?





Why..?

The neuroscientists...

Neil Benowitz

Jed Rose

J LeHouezec

M Russell

M Jarvik

M Munafò

P Newhouse

Neuroscience  
of Nicotine

Focus on Nicotine  
and Caffeine: A  
Drug Alert Book

..the litterature..

NICOTINE  
SAFETY  
AND  
TOXICITY

EDITED BY  
NEAL L. BENOWITZ

Nicotine and the Tobacco  
Habit (International  
Encyclopaedia of  
Pharmacology)

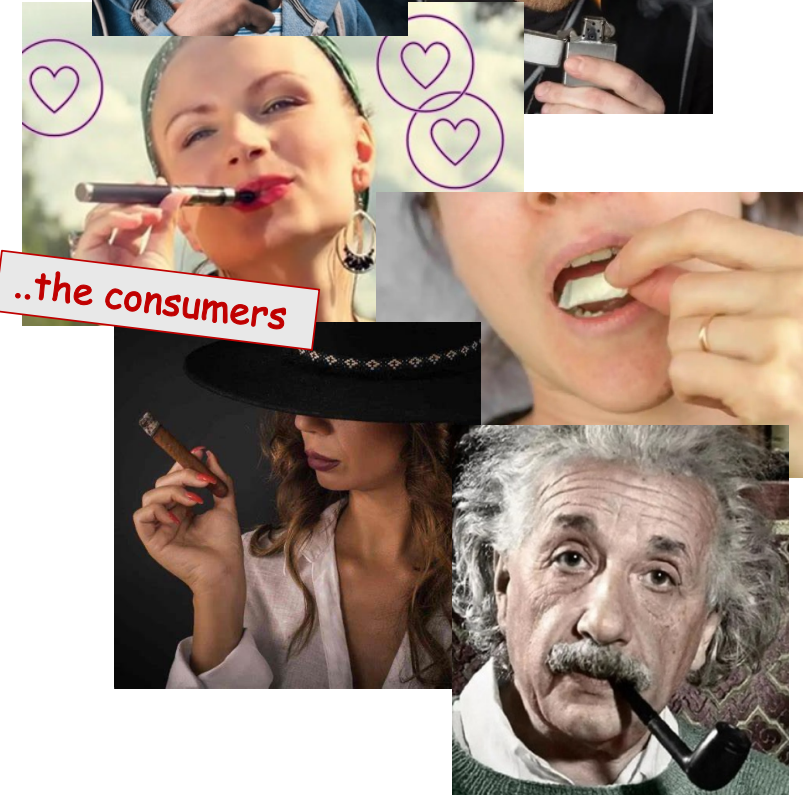
Current Topics in Behavioral Neurosciences 24

David J.K. Balfour  
Marcus R. Munafò Editors

The  
Neuropharmacology  
of Nicotine  
Dependence



..the consumers





Neil Benowitz



Jed Rose



M Russell



M Munafo



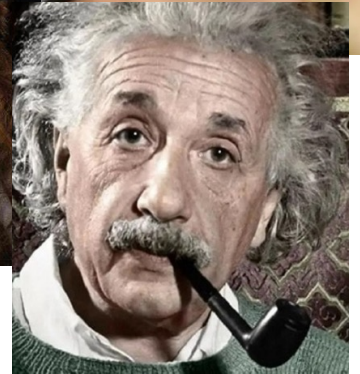
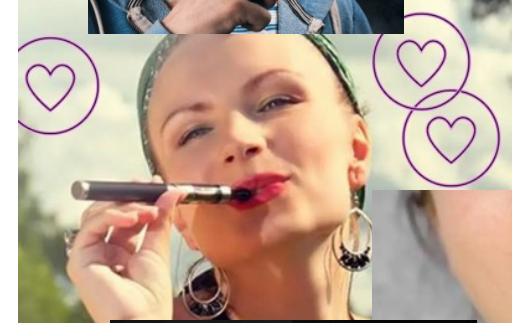
J LeHouezec



P Newhouse

## Reasons for nicotine use:

- \* hedonistic
- \* functional
- \* therapeutic
- \* ceremonial





**Hedonistic:** dopamine-triggered pleasure, stimulation from adrenaline, serotonin, endorphin..





## Functional:

- cognitive enhancement  
(concentration, focus, attention, reaction, memory)



- marker of social identity



Individuality

Style

Particularity

Attribution

Distinction  
marker

Sub-culture

Functional:

- weight control  
(appetite suppression, metabolic effects)

**"Light a Lucky  
and you'll never miss sweets  
that make you fat"** *Constance Talmadge*

Instead of eating between meals... instead of fattening sweets... beautiful women keep youthful slenderness these days by smoking Luckies. The smartest and loveliest women of the modern stage take this means of keeping slender... when others nibble fattening sweets, they light a Lucky!

Lucky Strike is a delightful blend of the world's finest tobaccos. These tobaccos are toasted—a costly extra process which develops and improves the flavor. That's why Luckies are a delightful alternative for fattening sweets. That's why there's real health in Lucky Strike. That's why folks say: "It's good to smoke Luckies."

For years this has been no secret to those men who keep fit and trim. They know that Luckies do not cut their wind nor harm their physical condition. They know that Lucky Strike is the favorite cigarette of many prominent athletes, who must keep in good shape. They respect the opinions of 20,679 physicians who maintain that Luckies are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say—

"REACH FOR A LUCKY  
INSTEAD OF A SWEET."

**"It's toasted"**  
No Throat Irritation—No Cough.

**LUCKY STRIKE**  
"IT'S TOASTED"  
CIGARETTES

Constance Talmadge,  
Charming Motion  
Picture Star

Reach for a  
Lucky instead  
of a sweet.

© 1935, The American Tobacco Co., Manufacturers

**To keep a slender figure  
No one can deny...**

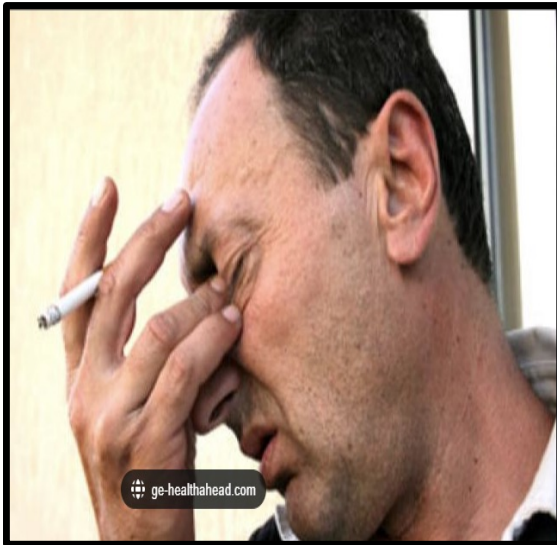
**Reach  
for a  
LUCKY  
instead of a  
sweet**

**LUCKY STRIKE**  
"IT'S TOASTED"  
CIGARETTES

**"It's toasted"**  
No Throat Irritation—No Cough.

## Therapeutic:

stress-reduction  
suppress irritability  
neuroprotective properties (still under study)





**Ritual/ceremonial:** use is triggered by social context



To justify a break

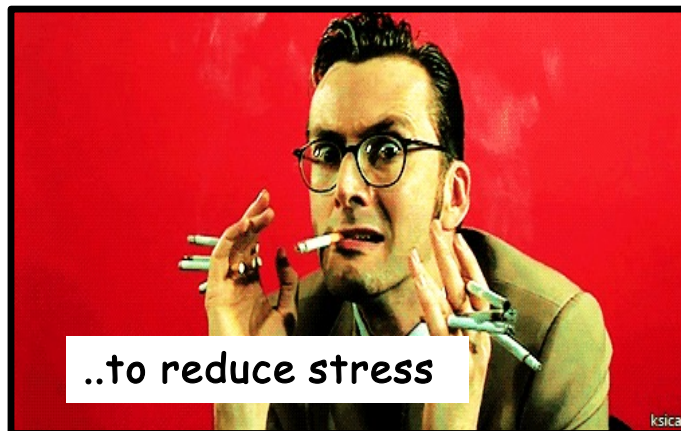
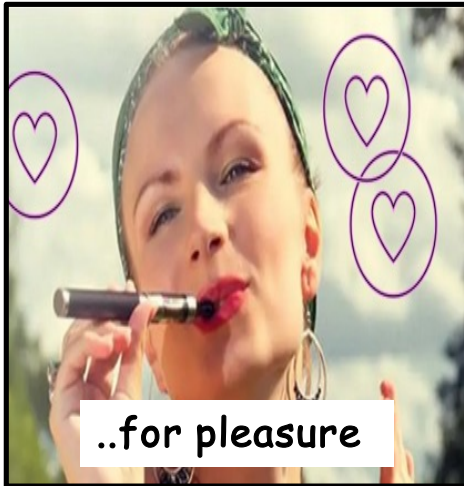


Party



After sex

People consume nicotine for a variety of reasons.....not just for withdrawal relief





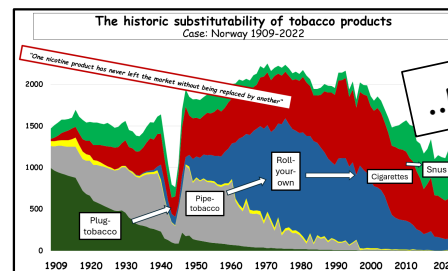
# Novel nicotine products



...whether another ploy by the tobacco industry...



..or a shift in consumer preferences..



..natural historical substitutability..

...will need some kind of regulation..

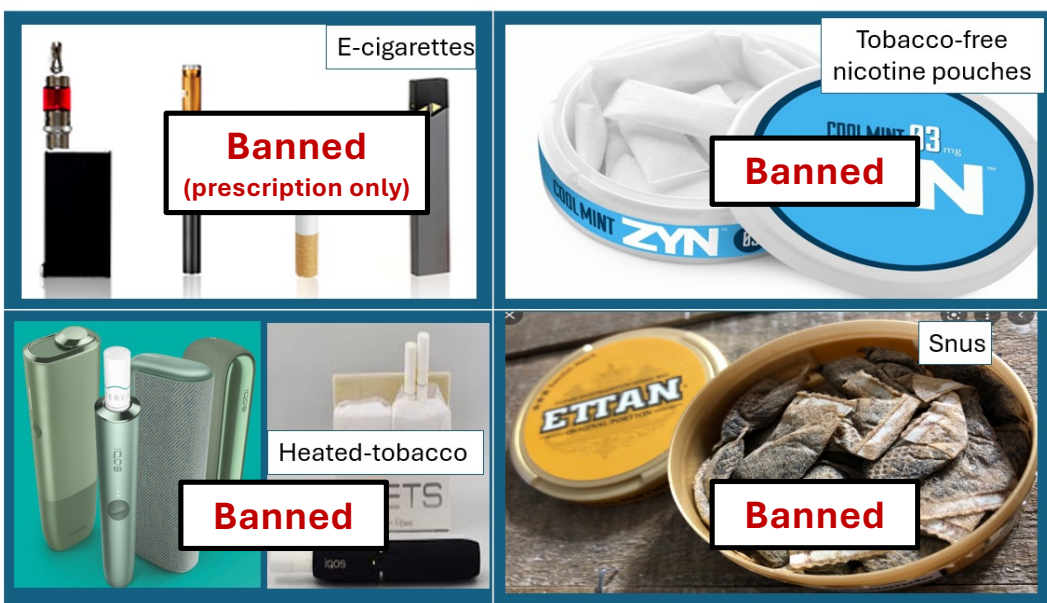


# Policy options..



## Restrictive

## Liberal







## Restrictive



## COMMENT

## Open Access



# Fanning the flame: analysing the emergence, implications, and challenges of Australia's de facto war on Nicotine

James Martin<sup>1\*</sup> and Edward Jegasothy<sup>2</sup>

## Abstract

This commentary examines Australia's intensified that increasingly resembles a de facto War on N commendable declines in smoking rates, recent consumer vapes—have had unintended with the pro policies and t it mitigates, m contend that a access to less h public health ob

**Keywords** War o

## Do Australians use the prescription pathway when using nicotine vaping products to quit smoking?

Ron Borland<sup>a b c</sup>, Michael Le Grande<sup>a b</sup>, Coral Gartner<sup>b d</sup>, Kylie Morphet<sup>b d</sup>

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- Illicit trade, black market
- Street products, reduced safety
- Work-a-rounds, control issues
- Lost fiscal income
- Happy cigarette industry

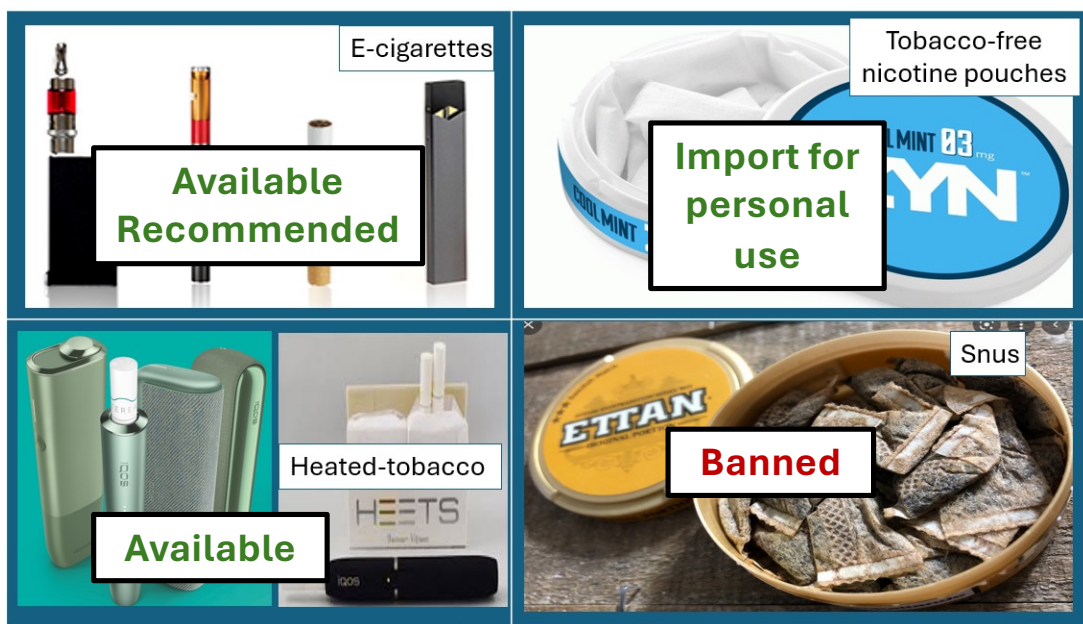
... and 2022 International Tobacco Control (ITC) Project analysed using GEE models with Poisson regressions to analyze differences between years. Data from participants who reported making a quit attempt in the previous two years and reported use of NVPs on their last quit attempt were included (480 observations across 418 individuals). Participants reported whether they had a prescription for NVPs on their last quit attempt. In 2022, they were also asked whether they sourced their prescription from their usual medical practice.

## Results

Among those using NVPs for a quit attempt, use with a prescription increased significantly from 2020 to 2022 (IRR = 0.35 (0.17–0.73),  $p = .005$ ) but was still low at 16.5 % (95 % CI 11.4–23.1). In 2022, among the small number who reported getting a prescription for NVPs, 27 % reported getting it from their regular practice; the remainder from a specialist online doctor service.



## Liberal



### Do the differing vaping and smoking trends in Australia and New Zealand reflect different regulatory policies?

Colin Paul Mendelsohn  Robert Beaglehole, Ron Borland, Wayne Hall, Alex Wodak, Ben Youdan, Gary Chung Kai Chan

First published: 09 February 2025 | <https://doi.org/10.1111/add.16111>

- A more rapid decline in adult smoking
- At the possible expense of increased youth vaping

#### Abstract

##### Background and Aims

Comparing regulatory models for nicotine vaping products in different countries can provide insights into the most effective regulatory approach but can be confounded by cross-national differences. This study compared two neighbouring countries with very different vaping regulatory models but with similar tobacco control policies and population demographics. Australia has a highly restrictive, prescription-only vaping policy, while New Zealand adopted a regulated consumer model.

##### Methods

This study compared trends in daily smoking and vaping among adults and youth from 2016 to 2023 in Australia (adults  $\geq 14$  years and  $\geq 15$  years; youth 12–17 years) and New Zealand (adults  $\geq 15$  years, youth 14–15 years), using published statistics from large nationally representative surveys.

##### Results

Between 2016 and 2023, the decrease in adult daily smoking in New Zealand (from 14.5% to 6.8%) was larger than in Australia (from 12.2% to 8.3%) by a factor of 0.67 [95% confidence interval (CI) = 0.43, 0.93]. However, the increase in adult vaping in New

## RESEARCH

# What differentiates youths who use e-cigarettes from those who smoke traditional tobacco products?

Hugo Torregrossa<sup>1</sup>, Bertrand Dautzenberg<sup>2,3,4</sup>, Pierre Birkui<sup>4</sup>, Nicole Rieu<sup>5</sup>, Marie-Dominique Dautzenberg<sup>4</sup>, Maria Melchior<sup>1</sup> and Murielle Mary-Krause<sup>1\*</sup> 



## Vaping among adults in England who have never regularly smoked: a population-based study, 2016–24

Sarah E Jackson, Lion Shahab, Harry Tattan-Birch, Jamie Brown



**Vaping extends to young people at low risk of smoking**

...increasingly used by smokers and ex-smokers, often to support smoking cessation, but ... smoked. The aim of our study is to estimate time trends in vaping ... and describe the profile of adult never-regular-smokers

... participants (aged ... never regularly ... overall, and by ... ≥18 years) were ... smoked. Logistic regression ... sociodemographic characteristics and alcohol

**Findings** Vaping prevalence among never-regular-smokers was relatively ... average of 0.5% (95% CI 0.5–0.6) between July, 2016, and December, 2020; it then increased rapidly, reaching 5% (2.8–4.4) in April, 2024. This increase was largely driven by young adults (19.0% [13.9–25.4] among individuals aged 18 years) and those with higher alcohol consumption levels (22.1% [11.7–37.8%] among the heaviest drinkers). By contrast, trends among all adults (including current and former smokers) suggested the rise in vaping prevalence plateaued among all ages by early 2023. In 2023–24, 55.6% (48.2–62.8) of never-regular-smokers who vaped reported vaping daily; 81.7% (75.4–86.7) had been vaping for 6 months or more. The most used devices in 2023–24 were disposables (50.2% [42.9–57.5]) and the most commonly used e-liquids contained 20 mg/mL or more nicotine (44.6% [37.4–52.0]).

**Interpretation** The number of adults in England who vape but have never regularly smoked rose rapidly between 2021 and 2024, particularly in younger age groups and most of these individuals reported vaping regularly over a sustained period. The public health impacts of this finding will depend on what these people would otherwise be doing: it is likely that some might have smoked if vaping were not an available option (exposing them to more harm), whereas others might not have smoked or vaped.

**Funding** Cancer Research UK.

7 October, 2024

**The Rise of Vaping Among Non-Smokers**

**Sharp rise in vaping among young adult non-smokers**

**One million people who never regularly smoked now vape in England**

3 October 2024

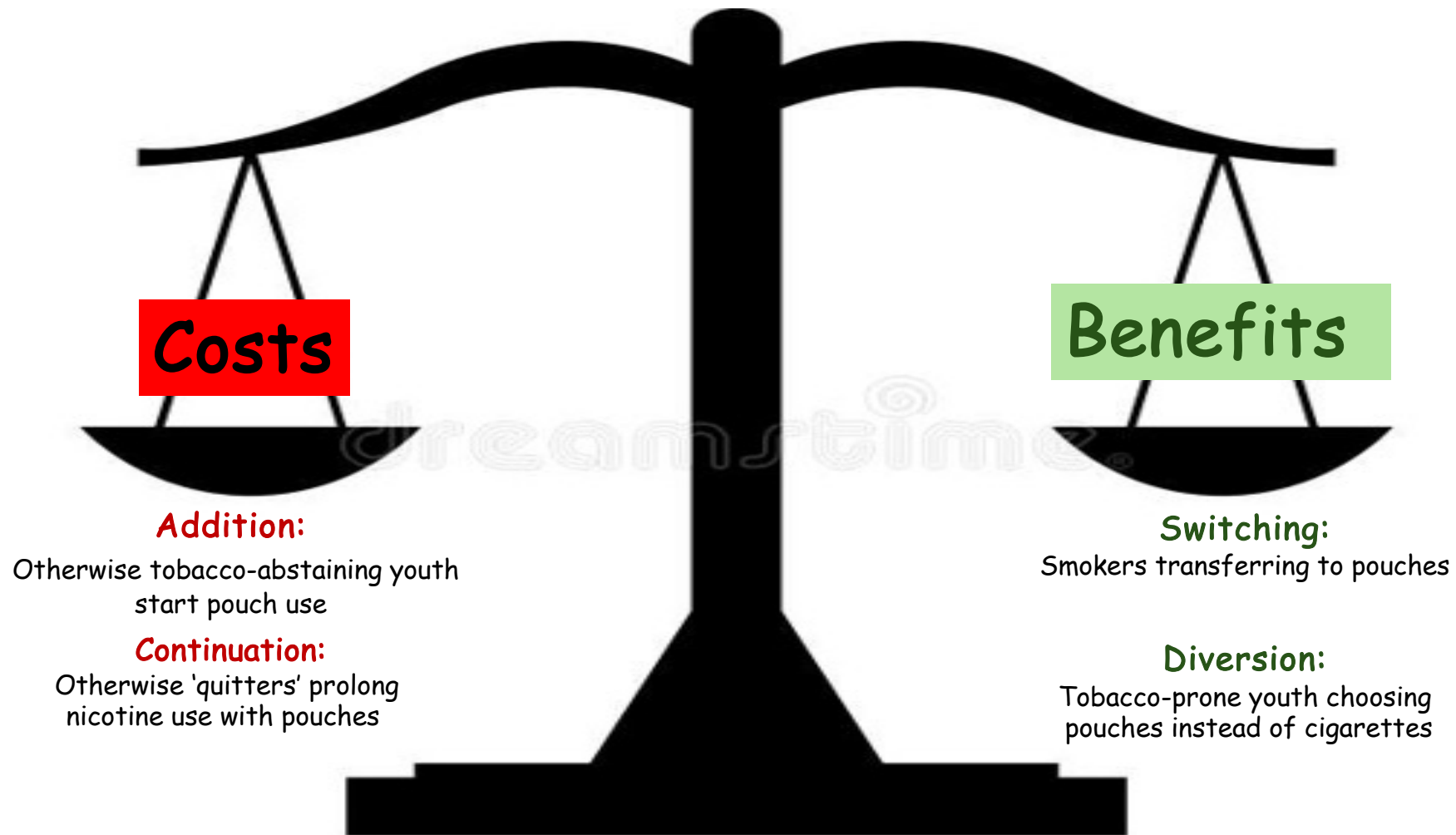
NEWS

**As Smoking Wanes, Vaping Popularity Spreads to Never-Smokers**

**Vaping at an all time high – despite some never previously smoking, says study**

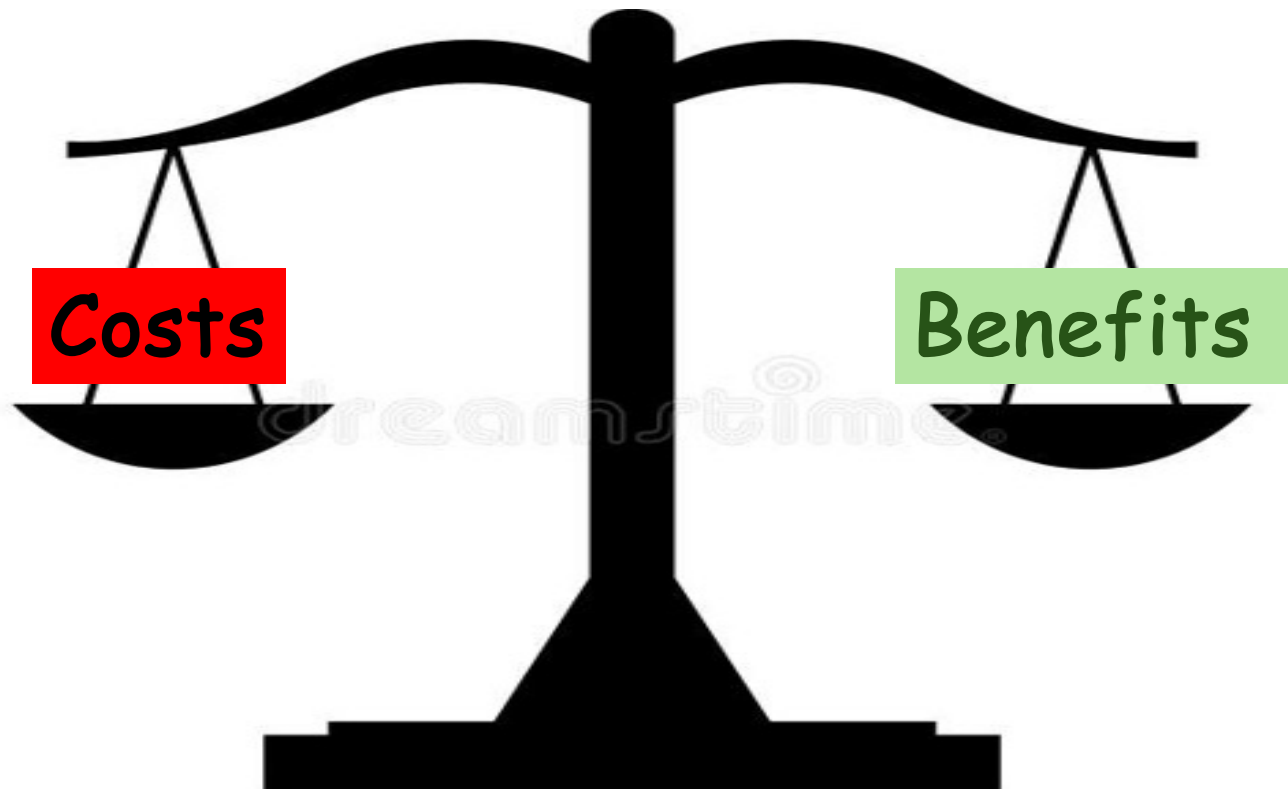


## The trade-offs from Nicotine Pouches in a public health calculus.....



The net-public health from pouches must take into account...

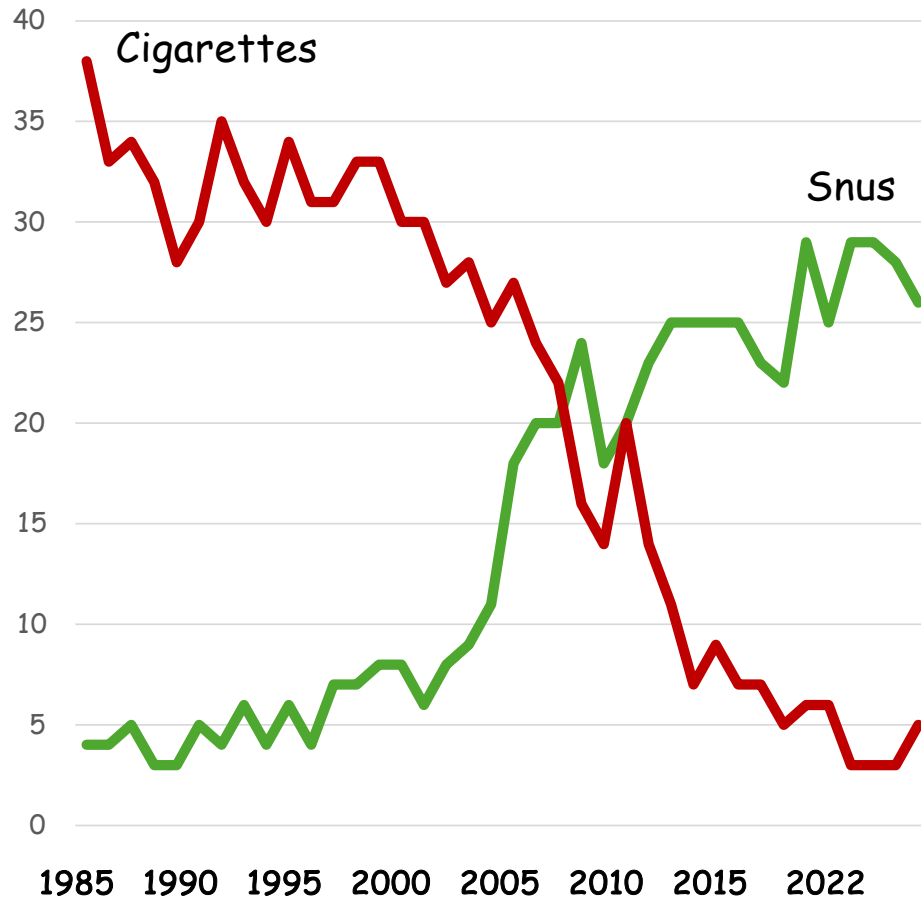
- the excess risk from nicotine pouches (compared to non-use)
- the reduced risk from switching/diverting to pouches from cigarettes
  - the number of persons who makes transitions



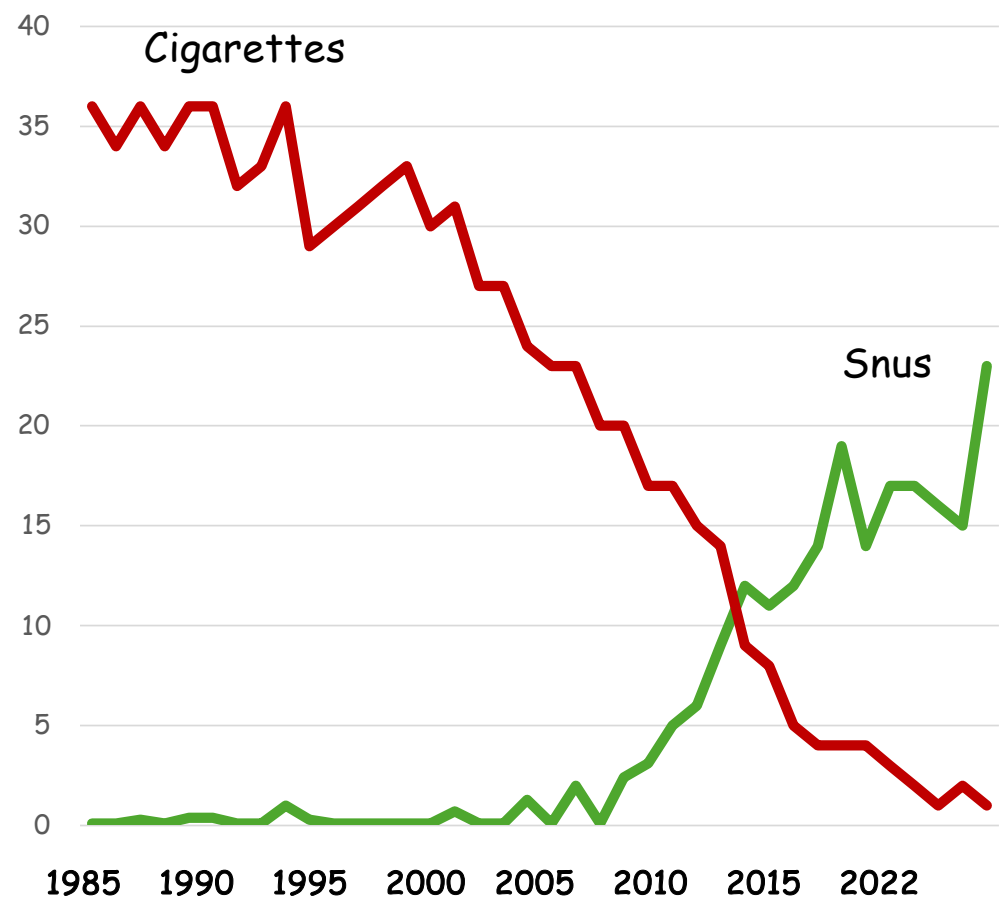


Norway: Daily use of snus and daily use of cigarettes 1985-2022  
Persons aged 16-29 years

Men



Women



Source: Statistics Norway, NIPH

On the population level, the role of any remedy in smoking cessation will depend upon....

$$\boxed{\text{Reach}} + \boxed{\text{Effect}} = \boxed{\text{Effectiveness}}$$



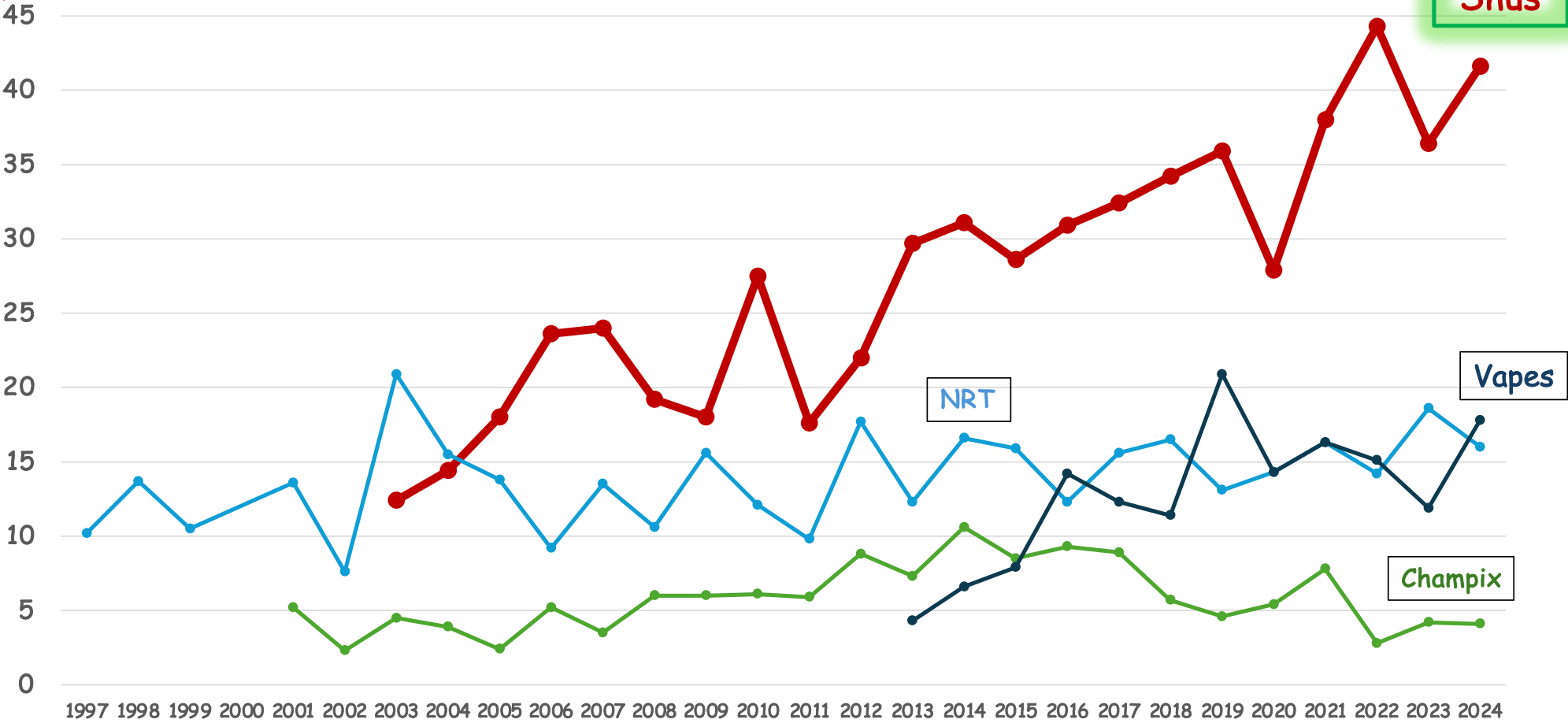
Appeal/willingness to use



Ability to cure

Reach

Methods used in final quit-smoking attempt by successful quitters\*  
Norway, 1997-2024, males + females



Reach

Snus: Penetrating the 'hard-to reach' segment of smokers....

Snus:  
Attract quitters  
who do not want  
to use NRTs



Ref:

Lund I, Lund M (2023). *Quit smoking: methods and outcomes for Norwegian adults*. Discov Soc Sci Health 3, 12

Lund M, Lund I (2022). *Smoking cessation aids and strategies: a population-based survey of former and current smokers in Norway*. BMC Public Health. 31;22(1):631

Lund KE, McNeill A, Scheffels J. (2010) *The use of snus for quitting smoking compared with medicinal products*. NTR 12(8):817-22

Effect



## Evolving patterns of tobacco use in northern Sweden

B Rodu<sup>1</sup>, B Stegmayr, S Nasic, P Cole, K Asplund

Free Access

Role of *snus* (oral moist snuff) in smoking cessation and smoking reduction in Sweden

Hans Gilliam<sup>✉</sup>, M. Dennis Colson

Snus cessation patterns - a long-term follow-up of snus users in Sweden

Tove Sohlberg<sup>✉1</sup> and Peter Wennberg<sup>2,3</sup>

Snus as a smoking cessation aid: a randomized placebo-controlled trial

Karl Fagerstrom<sup>1</sup>, Lars E Rutqvist, John R Hughes

Role of snus in initiation and cessation of tobacco smoking in Sweden

L M Ramström<sup>1</sup>, J Foulds

A large segment of snus-users are made up of former smokers  
Quit-ratio for smoking is higher among additional snus users than among smokers only  
Snus use associated with equal/higher quit-smoking ratios than NRTs

The association of snus and smoking behaviour: a cohort analysis of Swedish males in the 1990s

Magnus Stenbeck<sup>✉</sup>, Curt Hagquist, Måns Rosén

Is Swedish snus associated with smoking initiation or smoking cessation?

H Furberg, C M Bulik, C Lerman, P Lichtenstein, N L Pedersen, P F Sullivan



Smoking cessation aids and strategies: a population-based survey of former and current smokers in Norway

Marianne Lund<sup>✉</sup> & Ingeborg Lund

How Has the Availability of Snus Influenced Cigarette Smoking in Norway?

by Ingeborg Lund and Karl Erik Lund<sup>\*</sup> ✉

The association

for smoking: dies

the availability of snus in

a smoking cessation

Christian

The use of snus for quitting smoking compared with medicinal products

Karl Erik Lund, Ph.D., Ann McNeill, Ph.D., Janne Scheffels, Ph.D.

Contrasting snus and NRT as methods to quit smoking. an observational study

Janne Scheffels<sup>✉</sup>, Karl E Lund & Ann McNeill

Quit smoking: methods and outcomes for Norwegian adults.

Ingeborg Lund, Marianne Lund

Association between willingness to use snus to quit smoking and perception of relative risk between snus and cigarettes

Karl Erik Lund<sup>1</sup>



# A conceptual framework for assessing the public health effects from snus and novel non-combustible nicotine products

Karl Erik Lund

Norwegian Institute of Public Health, Oslo, Norway

Tord Finne Vedøy

Norwegian Institute of Public Health, Oslo, Norway

## Abstract

**Objective:** The tobacco industry plans to base their future earnings on the production of non-combustible nicotine products. These might replace or come in addition to the more harmful cigarettes that historically have dominated the nicotine market in the Nordic countries. The authorities in each country must decide whether the products should have market access and, in that case, how strictly they should be regulated. Our aim is to present a framework that can assist the health authorities to make a regulation where benefits will outweigh the harms. **Method:** In a public health perspective, health gains from substitution must be weighed against the health loss from additional use. The main elements of the weighing will be based on the information about the absolute risk of the products, their relative risk compared to conventional cigarettes and how the users are composed according to smoking status. We apply the framework on snus as used in Norway – a product with an established usage pattern and epidemiologically assessed health risks. **Results:** The framework consists of (i) a comprehensive set of specific user patterns that may result in health deterioration and health-augmenting and health-improving user patterns, respectively, and (ii) an estimation of the degree of health deterioration or health benefit that will affect the persons with the different user patterns. **Conclusion:** The net effect on public health will appear

## Assessment of Swedish snus for tobacco harm reduction: an epidemiological modelling study

Coral E Gartner<sup>1</sup>, Wayne D Hall<sup>2</sup>, Theo Vos<sup>1</sup>, Melanie Y Bertram<sup>1</sup>, Angela L Wallace<sup>1</sup>, Stephen S Lim<sup>1</sup>

## Patterns of Smoking and Snus Use in Sweden: Implications for Public Health

by Lars Ramström<sup>1,\*</sup>, Ron Borland<sup>2,3</sup> and Tom Wikmans<sup>4,†</sup>

## Review

## Effect of smokeless tobacco (snus) on smoking and public health in Sweden

J Foulds<sup>1</sup>, L Ramström<sup>2</sup>, M Burke<sup>1</sup>, K Fagerström<sup>3</sup>

## Using data on snus use in Sweden to compare different modelling approaches to estimate the population health impact of introducing a smoke-free tobacco product

Smilja Djurdjevic, Laszlo Pecze, Rolf Weitkunat, Frank Luedicke, John Fry & Peter Lee

## SCENIHR (Scientific Committee on Emerging and Newly-Identified Health Risks), Scientific opinion on the Health Effects of Smokeless Tobacco Products, 6 February 2008.

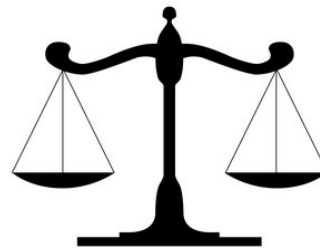
Health Effects of Smokeless Tobacco Products (europa.eu)



**...the availability to snus has probably produced a net gain to public health**

The combined numbers who have....  
..quit smoking for snus,  
..reduced smoking intensity by snus,  
..picked up snus instead of cigarettes..

....have outnumbered snus users who otherwise would have been tobacco-free



Health gains from smoking cessation, smoking reduction and smoking substitution produced by snus, has more than out-weighted the (marginal) health loss in the fraction of never-smokers taking up snus

## Nicotine Pouch Use in Youths and Adults Who Smoke and Smokeless Tobacco

Amanda M. Palmer, PhD; Tracy T. Smith, PhD; Andrew A. Chen, PhD; Alana M. Rojewski, PhD

## Oral Nicotine Product Use and Vaping Progression Among Adolescents

### NICOTINE & TOBACCO RESEARCH

## Correlates of Susceptibility to Nicotine Pouch Use Among Australian Adolescents and Younger Adults

Background: Nontherapeutic use of nicotine products in the United States. Population-based survey of adolescents and younger adults.

Methods: Data from the 2019-2020 National Youth Tobacco Survey (NYTS) and the 2019-2020 National Survey of Adolescent Health (NSAHS) were analyzed. The survey included questions about nicotine product use, vaping, and susceptibility to nicotine pouch use.

Results: Among adolescents, 11.1% reported using nicotine pouches, 10.1% reported using e-cigarettes, and 1.1% reported using both. Among younger adults, 11.1% reported using nicotine pouches, 10.1% reported using e-cigarettes, and 1.1% reported using both.

Conclusions: The public health impact of new nicotine products is different among youth and adults in Great Britain. The public health impact of new nicotine products is different among youth and adults in Great Britain.

## Typical NP users

### Adults:

smokers and smokeless tobacco users

### Adolescents:

smokers & vapers more often than nicotine-naïve youth

### NICOTINE & TOBACCO RESEARCH

## Prevalence of Nicotine Pouch Use Among Youth and Adults in Great Britain—Analysis of Cross-Sectional, Nationally Representative Surveys

Leonie Brose, PhD, MSc, Laura Bunce, MSc, Hazel Cheeseman, MSc

Nicotine & Tobacco Research, ntae295, H

Published: 10 January 2025 Article

PDF Split View Cite

### Abstract

#### Background

The public health impact of new nicotine products is different among youth and adults in Great Britain. The public health impact of new nicotine products is different among youth and adults in Great Britain.

## American Journal of Preventive Medicine

### RESEARCH LETTER

## Patterns of Emerging Tobacco Product Use Among U.S. Adults, 2019–2022

Carolyn M. Reyes-Guzman, PhD, MPH,<sup>1</sup> Laura Baker, MPH,<sup>2</sup> Haley Goss-Holmes, MPH,<sup>3</sup> Michele H. Bloch, MD, PhD<sup>1</sup>

**Introduction:** Quantifying the use of emerging tobacco products such as nicotine pouches (NPs) and heated tobacco products (HTPs) is crucial for informing public health interventions and measuring their potential effects on tobacco use morbidity, mortality and benefits from complete tobacco cessation.

**Methods:** Using data from the May 2019 and September 2022 cycles of the Tobacco Use Supplement to the Current Population Survey (TUS-CPS), the study team calculated U.S. population-wide estimates of ever and/or current use of NPs and HTPs by key socio-demographic characteristics, cigarette smoking status, and preference of characterizing flavors in NPs. Weighted frequencies, proportions and associated 95% CIs are presented. Analyses were conducted in 2024.

**Results:** In both survey cycles, a substantial fraction of adults who ever used HTPs had never smoked cigarettes (52.0% in 2019; 27.4% in 2022). Among those who currently used HTPs or NPs (2022 only), many reported having never smoked cigarettes (42.5% and 41.4%, respectively), while many also reported currently smoking (32.2% and 24.8%, respectively). The study team observed similar sociodemographic characteristics across use of both HTPs and NPs. Mint was the most common flavor choice among adults who currently used NPs (52.8%).

## Patterns of nicotine pouch use among young Australians

Michelle I. Jongenelis<sup>a</sup>, Mary-Ellen E. Brierley, Runze Li

Melbourne Centre for Behaviour Change, Melbourne School of Psychological Sciences, The University of Melbourne, Grattan Street, Parkville, 3010, Australia

### ARTICLE INFO

**Keywords:**  
Nicotine pouches  
Youth  
Tobacco control  
Australia

### ABSTRACT

**Background:** Despite increasing interest in the use of nicotine pouches in Australia – where retail sale of the products is illegal – research exploring patterns of pouch use and reasons for use is lacking. Accordingly, this study explored young Australians' experiences with nicotine pouches.

**Methods:** An online survey was administered to 1598 Australians aged 16–39 years (53% women). We assessed (i) awareness and use (lifetime and past 30-day) of nicotine pouches, (ii) patterns of use (e.g., flavours and

## Awareness and use of nicotine pouches in a nationwide sample of adults in Poland

Mateusz Jankowski<sup>a</sup>, Vaughan W. Rees<sup>a</sup>

### ABSTRACT

**INTRODUCTION:** Nicotine pouches are a new type of nicotine-containing product that have been marketed in many countries worldwide, generating growing acceptance among consumers. The aim of this study was to assess factors associated with public awareness and use of nicotine pouches among adults in Poland.

**AFFILIATION**  
<sup>a</sup> Department of Population Health, School of Public Health, Centre of Postgraduate Medical Education, Warsaw, Poland

### SHORT REPORT

### ADDICTION

### SSA

## Nicotine pouch use by sex, school type and tobacco product use among Finnish adolescents during the 2023 change in regulatory scheme with deregulated sales

Otto Ruokolainen<sup>a</sup>, Hanna Ollila<sup>a</sup>, Tommi Härkänen

Department of Public Health and Welfare, Finnish Institute for Health and Welfare, Helsinki, Finland

**Correspondence:**  
Otto Ruokolainen, Department of Public Health and Welfare, Finnish Institute for Health and Welfare, Mannerheimintie 166, 00271, PO Box 30, Helsinki, Finland.  
Email: [otto.ruokolainen@thl.fi](mailto:otto.ruokolainen@thl.fi)

**Funding information:**  
None to declare.

### Abstract

**Background and aims:** In Finland, nicotine pouches entered the national market abruptly in 2023, following a change in April 2023 from medicinal product classification into less regulated tobacco surrogate status. This study aimed to measure adolescent nicotine pouch use and associated characteristics.

**Design and setting:** A cross-sectional, nationwide school-based survey among students in comprehensive schools (COMP), general upper secondary schools (GEN) and vocational institutes (VOC) in 2023 in Finland.

**Participants:** A total of 151 224 respondents aged 14–20 years (mean age 16.18 years, standard deviation 1.20 years).

**Measurements:** Nicotine pouch use was used as the outcome variable. Demographics included age, sex, school type and tobacco product use (smoking, snus use and e-cigarette use). Covariates included parental education and parental smoking. All mea-



FDA NEWS RELEASE

## **FDA Authorizes Marketing of 20 ZYN Nicotine Pouch Products after Extensive Scientific Review**

For Immediate Release: January 16, 2025:

**“To receive marketing authorizations, the FDA must have sufficient evidence that the new products offer greater benefits to population health than risks.**

**In this case, the data show that these nicotine pouch products meet that bar”.**

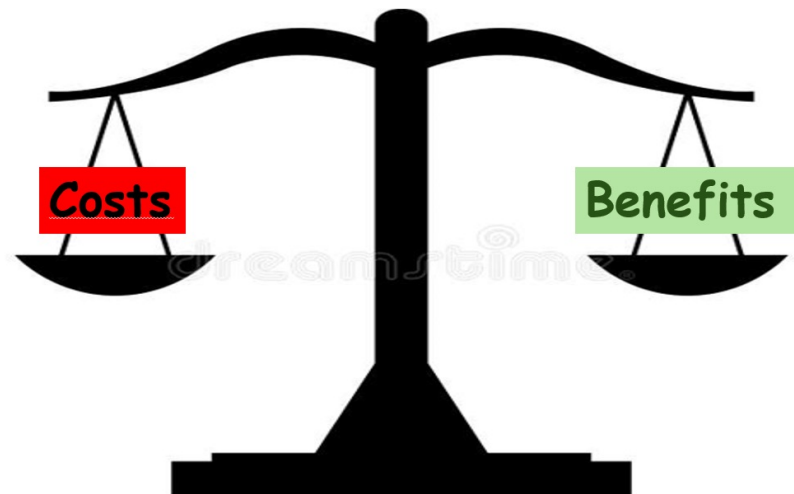


Risk-use equilibrium:

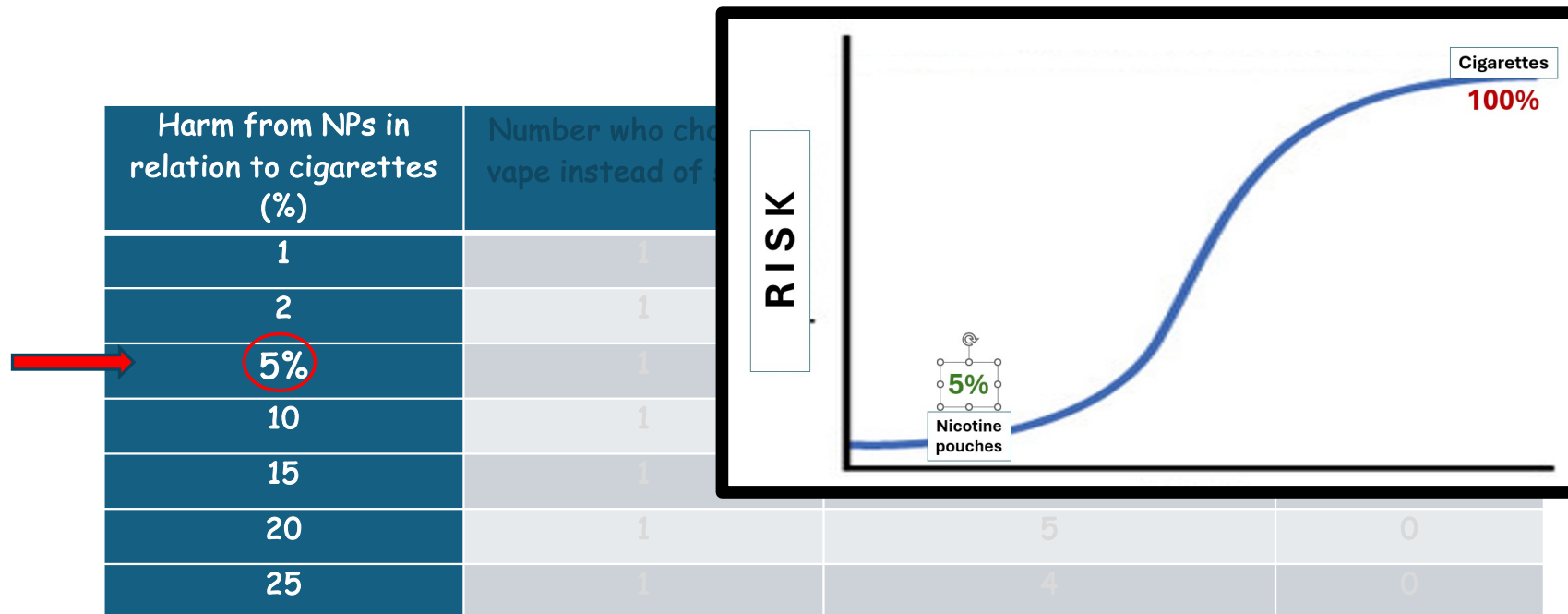


Given an anticipated risk difference in relation to cigarettes;

How many will have to pick up NPs in order offset the health gain from each smoker/potential smoker who choose NPs instead of cigarettes?



## Risk-use equilibrium



## Risk-use equilibrium

Allow market access  
Inform about the risk difference  
Risk-proportionate regulation

Harm from NPs in relation to cigarettes (%)	Number who choose NPs instead of cigarettes	Number of never-smokers that have to pick up e-cigarettes	Net result on public health
1	1	100	0
2	1	50	0
5%	1	20	0
10	1	10	0
15	1	6,7	0
20	1	5	0
25	1	4	0

## Risk-use equilibrium

Harm from NPs in relation to cigarettes (%)	Number who choose NPs instead of cigarettes	Number of never-smokers that have to pick up NPs to offset the gain
1	1	100
2	1	50
5%	1	20
10	1	10
15	1	6,7
20	1	5
25	1	4



## Risk-use equilibrium

Harm from NPs in relation to cigarettes (%)	Number who choose NPs instead of cigarettes	Number of never-smokers that have to pick up NPs to offset the gain
1	1	100
2	1	50
5%	1	20
10	1	10
15	1	6,7
20	1	5
25	1	4

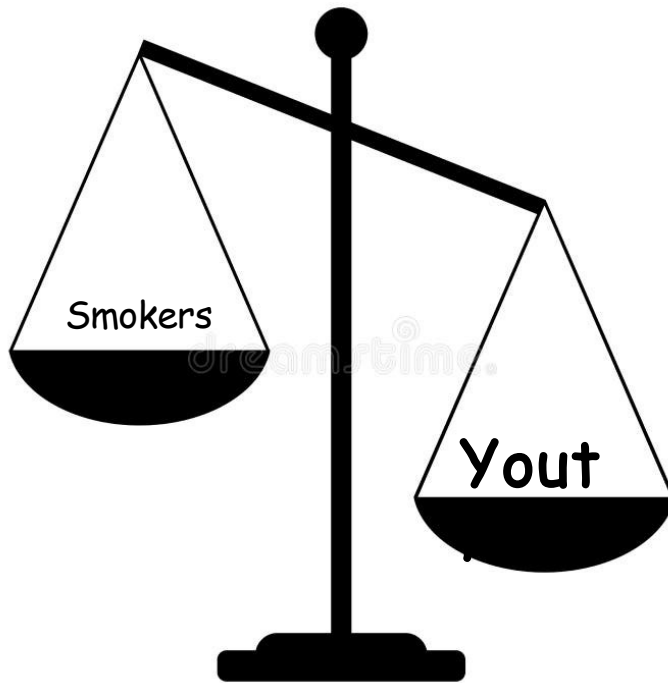
# France



- If all the remaining French smokers (25%) switched completely from cigarettes to pouches.....
- ...but the entire adult population in France took up pouches.....
- ..the net public health effect would still be positive, provided that NPs makes up 5% of the risks from smoking

Opponents:

*"Regardless of whether the net effect turns out to be positive, the concerns of young people should prevail"*



Original Investigation

## Vaping Restrictions: Is Priority to the Young Justified?

Monica Magalhaes PhD<sup>1</sup>

<sup>1</sup>Center for Population-Level Bioethics, Rutgers University, New Brunswick, NJ

Original Investigation

## Rescuing Vapers Versus Rescuing Smokers: The Ethics

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## Conclusions

- Efforts to create a nicotine-free society might undermine the original goal of reducing smoking related death and disease
- Nicotine use has survived history despite draconian punishments, and the appetite will persist for hedonistic, functional, therapeutic, and ceremonial reasons
- A risk-proportionate policy that facilitate use of the least hazardous products (such as pouches) may phase out smoking
- In France, pouches promise the same form of public health gains experienced from the long-time snus use in the Nordics
- The current French policy will delay transition to reduced risk nicotine uptake, have unintended consequences and may perpetuate smoking



For 'purists' in Tobacco Control Community it has been difficult to accept that novel non-combustible nicotine products may have greater potential to make smoking obsolete than the regulations we have spent a lifetime fighting for.....



Ignorance .....



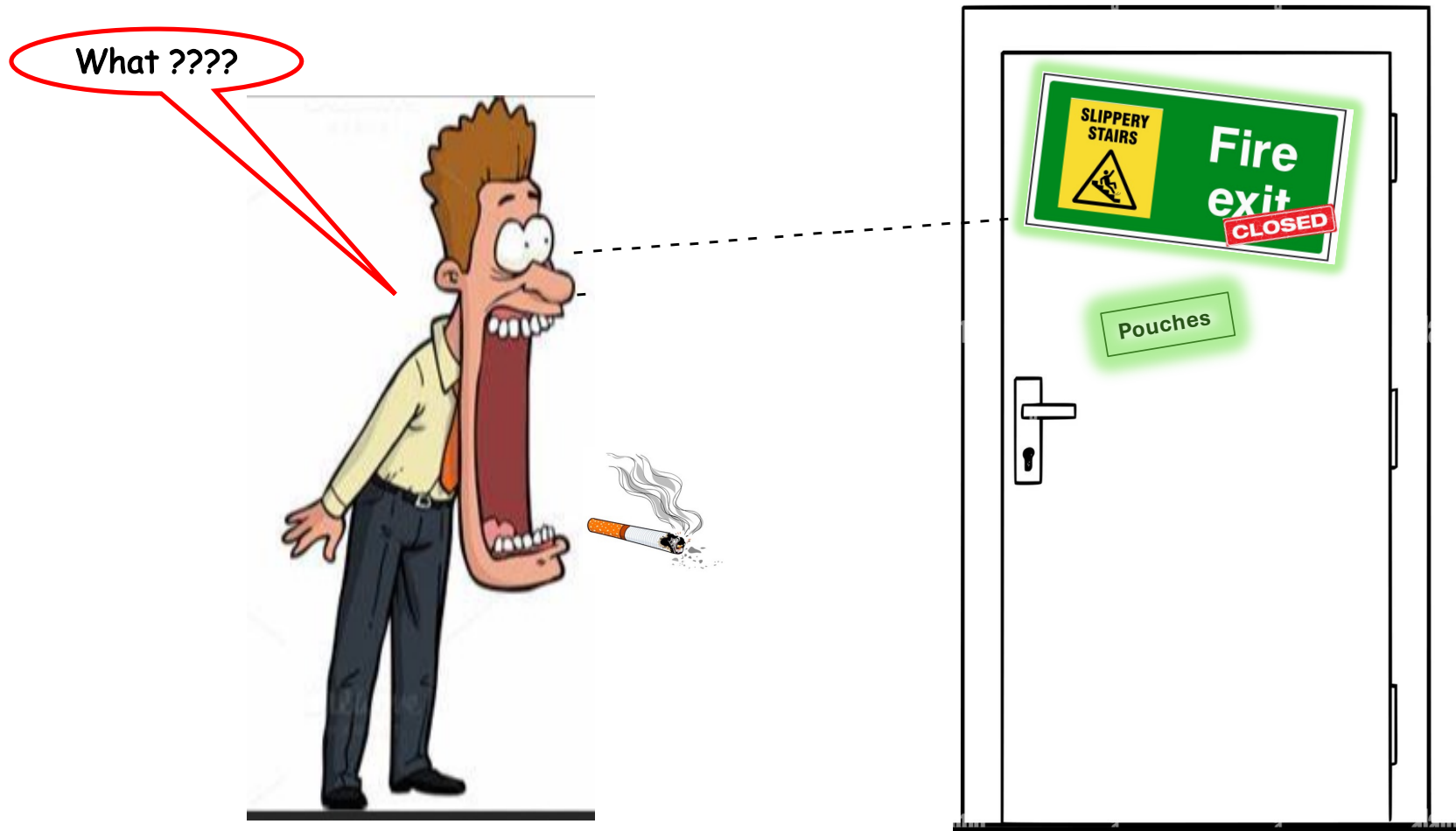
Ignorance is spreading.....



Ignorance is spreading like an epidemic.....



Closing the life-saving escape route that smokers can have in pouches is a bit like closing the emergency exit because the stairs may be slippery....





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