



Nicotine Pouches Can Reduce the Death Toll from Toxic Tobacco, According to New INNCO Study

*Global Advocacy Group for Tobacco Harm Reduction Says Denying Access
to Safer Nicotine Products Endangers Lives*

Geneva, Switzerland, October 27, 2021 – The International Network of Nicotine Consumer Organisations (INNCO), a global nonprofit that promotes the rights and well-being of 98 million people worldwide who use safer alternatives to toxic tobacco, today called on governments and policymakers around the world to resist calls to ban nicotine pouches.

The comments were made as INNCO published a new position paper that determined nicotine pouches have the potential to save millions of lives by reducing the global death toll from toxic combustible and smokeless oral tobacco, and that “the potential benefits should be encouraged and are complementary to tobacco control efforts.” INNCO’s position paper on nicotine pouches can be downloaded [here](#) or by visiting the [INNCO website](#).

“Nicotine pouches have immense potential to reduce the global death toll from cigarettes and other toxic tobacco products, especially in South Asia which has the highest rates of head and neck cancers in the world,” said Charles A. Gardner, Ph.D., executive director of INNCO. “Banning them just protects cigarette sales, and sales of deadly smokeless tobacco products for which they are direct product substitutes.”

In its analysis, the paper outlines key rationale why nicotine pouches should not be banned or heavily taxed, including:

- The potential benefits of nicotine pouches for tobacco harm reduction should be encouraged and are complementary to tobacco control efforts.
- The potential benefits of nicotine pouches far outweigh the risks, and these products could become a very useful part of the tobacco harm reduction (THR) armoury for smokers.
- The simplicity and affordability of nicotine pouches make them particularly appealing for low- and middle-income countries.
- Allowance to commercialise these products legally will ensure proper regulation and avoid illicit markets.
- Consumers have a right to choose the THR option that is most suited to them.

While regulations in many parts of the world are still in their infancy, some countries are already taking a knee-jerk prohibitionist stance toward these safer alternatives. With the ninth session of WHO’s Framework Convention on Tobacco Control (FCTC) scheduled next month, the new INNCO report states that nicotine pouches can contribute to tobacco control’s public health goals, but only if these new products remain affordable, accessible, and acceptable to people who use toxic tobacco products.

“We – people who use safer nicotine - know that every toxic tobacco user is different,” said Dr. Gardner. “Over 160 million tobacco deaths have already occurred in this century. Access to safer options should be seen as a human right. Banning safer options is as tragically illogical as banning bicycle helmets, seat belts, condoms, methadone or buprenorphine.”

About INNCO

International Network of Nicotine Consumer Organisations (INNCO) is a non-profit organization that supports the rights of 98 million adults worldwide who use safer nicotine to avoid toxic forms of tobacco. INNCO is funded by individual contributions from thousands of adult ex-smokers, and by a grant from the Foundation for a Smoke-Free World (FSFW). The Foundation is a U.S. nonprofit 501(c)(3) private foundation with a mission to end smoking in this generation. INNCO is independent of FSFW. Our mission, purpose and goals are driven by our member organizations all over the world. Those organizations are led by unpaid volunteers (ex-smokers) who, as a condition of membership, agree not to accept funding or direction from industry. More information can be found by visiting www.innco.org or following on Twitter [@INNCOorg](https://twitter.com/INNCOorg).

Media Contact:

George Medici
PondelWilkinson Inc.
Gmedici@pondel.com
(310) 279-5968