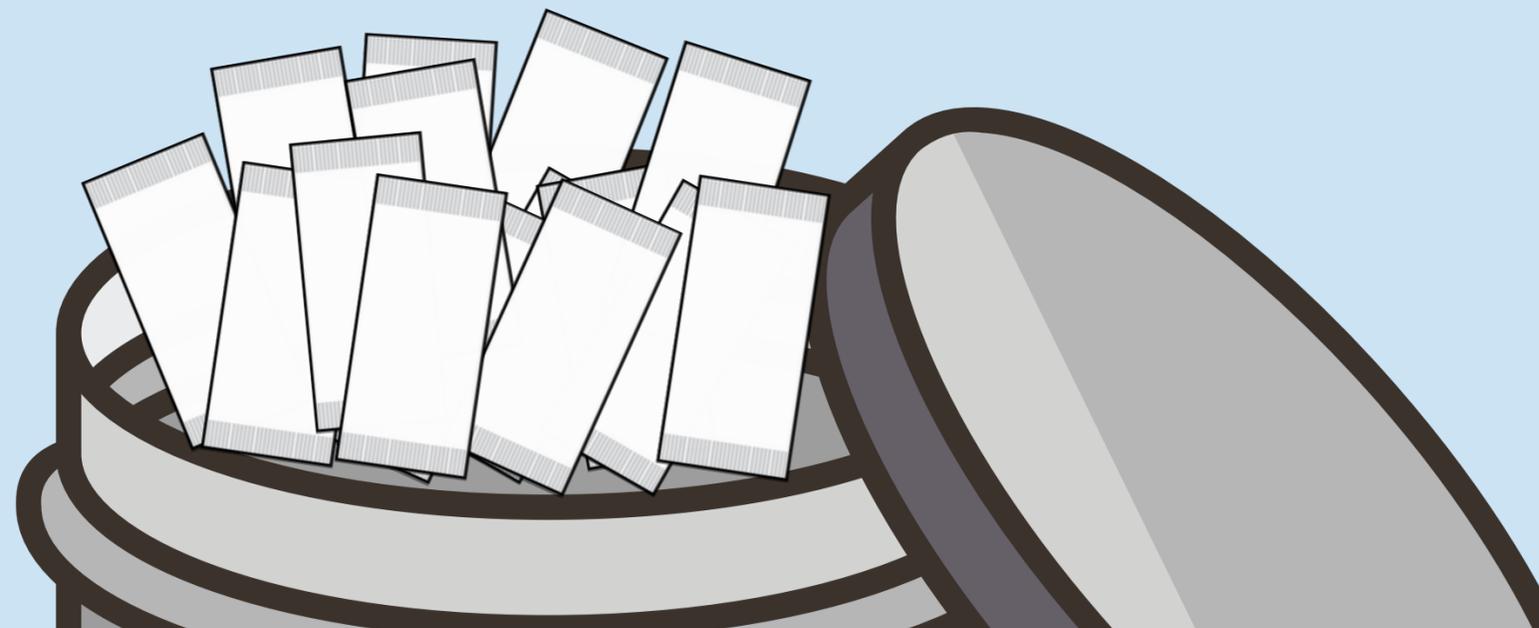


THE TRUTH ABOUT NICOTINE POUCHES



**WHAT DO
YOU KNOW?**



WHAT ARE THEY?

Looks like: A small, white sachet, like a mini tea-bag.

How is it used? Placed under the lip, Nicotine is absorbed directly into the bloodstream

Ingredients: Nicotine, different flavours, and plant-based fillers

No tobacco, no smoke, no vapour
– **but still highly addictive**



**ALSO KNOWN AS NICOPODS, LIP
PILLOWS AND UPPER DECKIES.**

**MISTAKENLY KNOWN BY YOUNG
PEOPLE AS SNUS**



SNUS VS. NICOTINE POUCHES

WHAT'S THE DIFFERENCE?

Nicotine Pouches	Snus
No tobacco, but still contains nicotine	Contains tobacco and nicotine
Legal in the UK, widely sold in shops	Banned in the UK due to health risks
Can cause gum irritation & ulcers	Linked to oral cancer & gum disease
Often flavoured & marketed to new users	Stronger taste, typically unflavoured
No long-term safety studies	Long-term health risks are well-documented
No legal limit on nicotine strength	

**IF ONE IS BANNED FOR
HEALTH RISKS, SHOULD WE BE
CAUTIOUS ABOUT THE OTHER?**



ACTIVITY

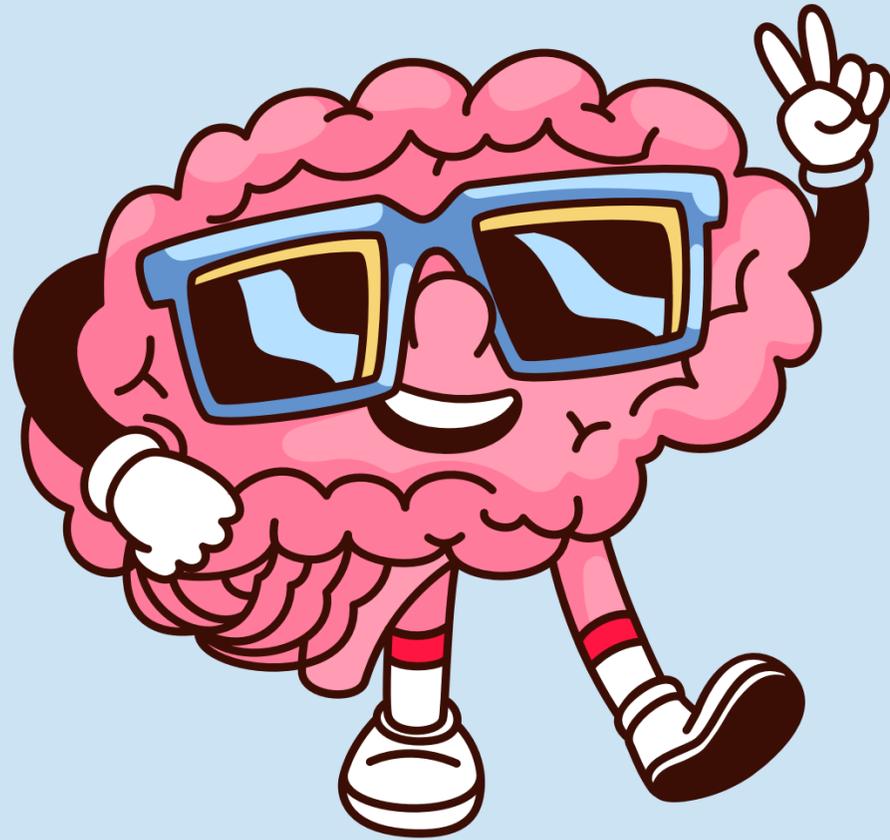
THE SALES PITCH CHALLENGE

You are now part of a nicotine pouch company's marketing team. Your job is to sell these products to young people - without mentioning nicotine, addiction, or health risks.

Sales Team: Your job is to create a 30-second sales pitch to convince people to try nicotine pouches.

Smart Consumers: Your job is to challenge the sales team's claims with tough questions.



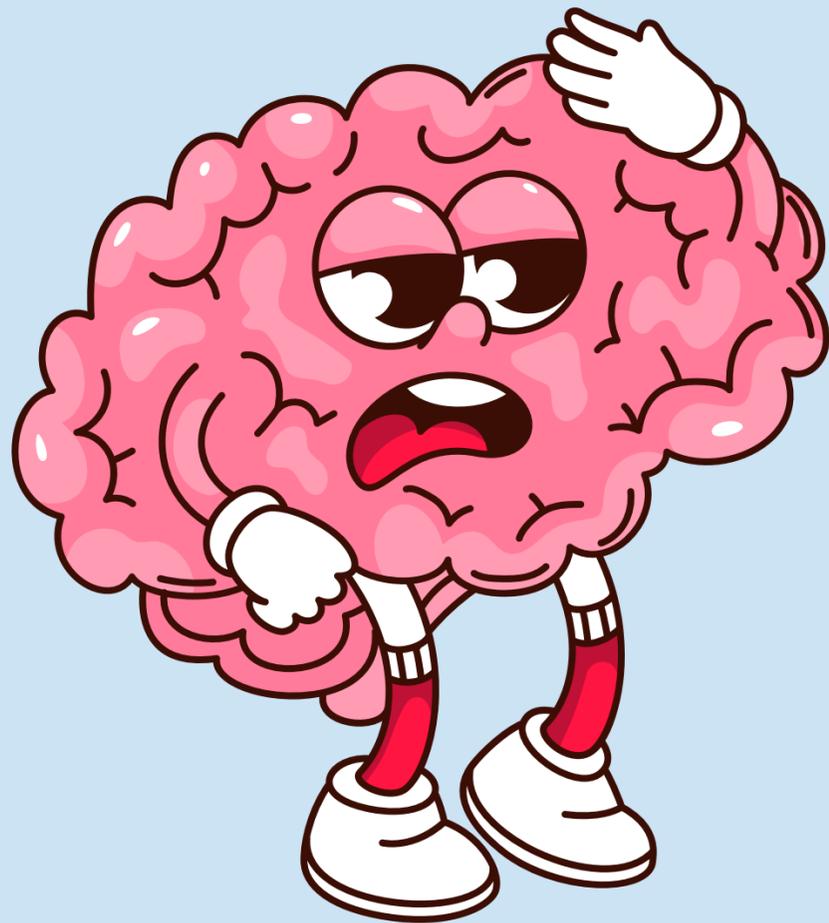


NICOTINE & THE BRAIN

DOPAMINE SURGE (THE "HIGH")

Nicotine stimulates the release of dopamine, creating feelings of pleasure and reward.

Over time, the brain reduces its natural dopamine production, making everyday activities less enjoyable without nicotine.



NICOTINE & THE BRAIN

INCREASED STRESS & ANXIETY (THE "CRASH")

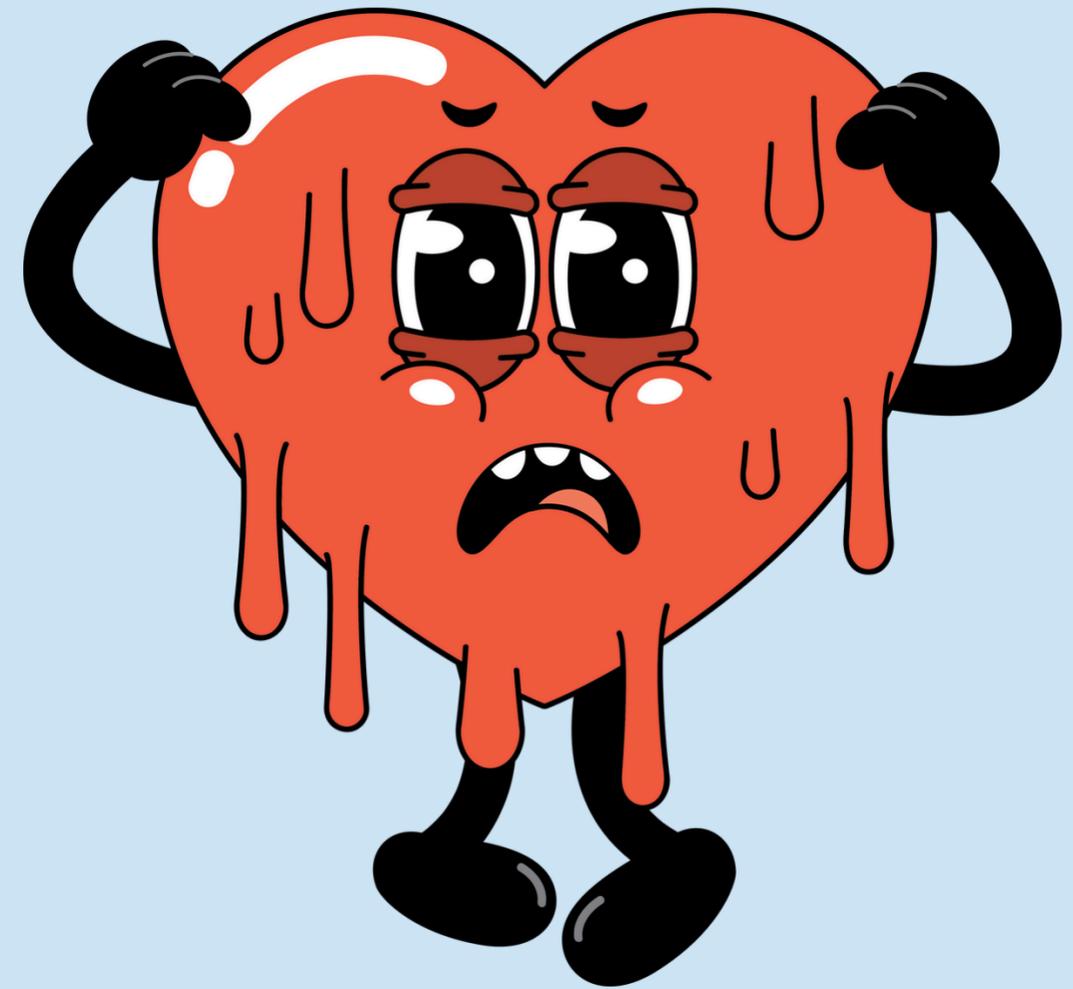
Nicotine use can increase anxiety and heart rate, despite temporary feelings of relaxation.

When nicotine levels drop, withdrawal symptoms like irritability and cravings occur, leading to increased stress.

**TEENS WHO USE NICOTINE ARE MORE
LIKELY TO STRUGGLE WITH ATTENTION,
MEMORY, AND MOOD REGULATION -
EVEN IF THEY QUIT LATER.**

PHYSICAL EFFECTS OF NICOTINE USE:

- Increased heart rate & blood pressure
- Dizziness & nausea
- Headaches & disrupted sleep
- Reduced ability to focus & learn
- Higher risk of heart disease later in life
- Permanent changes to brain pathways, making quitting harder
- Increased likelihood of addiction to other substances



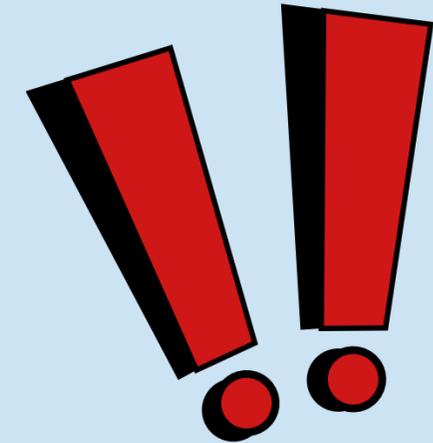
HIDDEN DANGERS OF NICO POUCHES



Unkown long-term effects

Some contain
synthetic nicotine

Nicotine poisoning risk
from overuse



JUST A FEW HIGH-STRENGTH POUCHES COULD CAUSE NICOTINE POISONING - VOMITING, DIZZINESS, AND SEIZURES.

DID YOU KNOW?



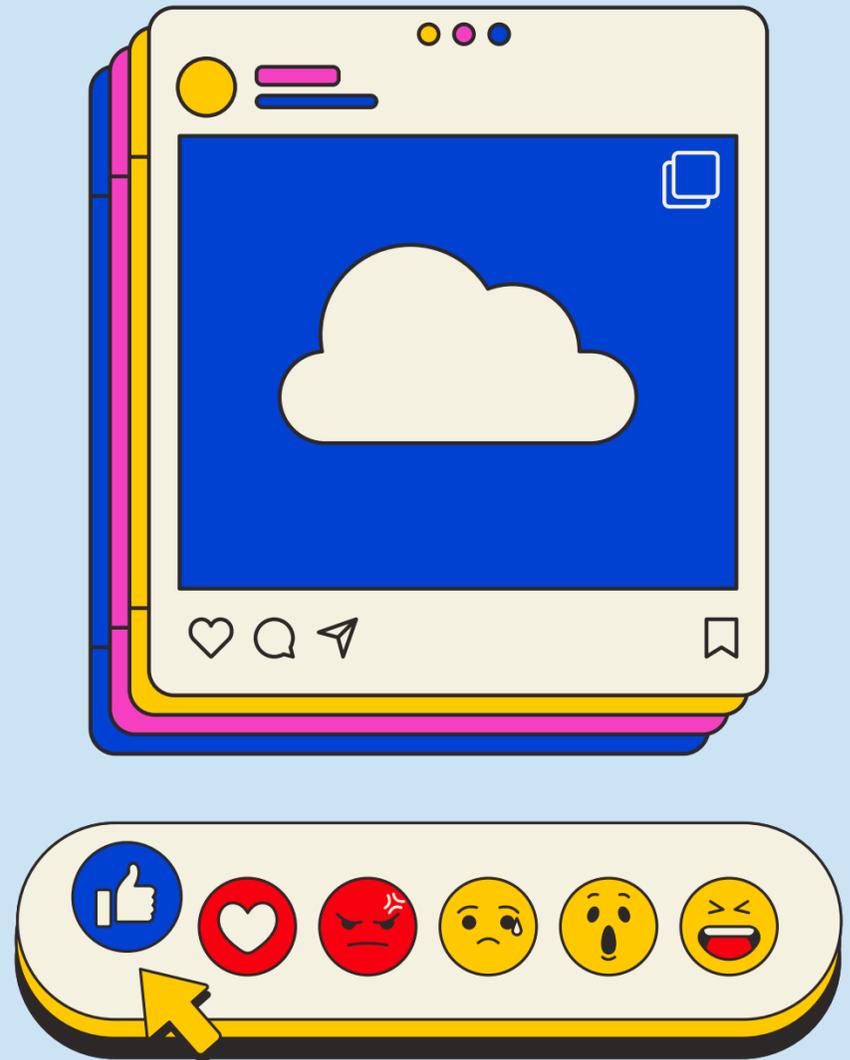
**SOME NICOTINE POUCHES CONTAIN
AS MUCH NICOTINE AS 3-4
CIGARETTES IN A SINGLE POUCH**

HOW NICOTINE POUCHES ARE MARKETED

Branded as "clean, modern, and safe"

Sold next to mints & gum in shops

Flavoured & advertised like a lifestyle product



MORE SMILING. LESS TEETH STAINING.*

MOVE ON TO VELO NICOTINE POUCHES.



NOW AVAILABLE AT VELO.COM

*Compared to [a cigarette and/or snus]. Based on laboratory testing. Individual results may vary. This product does not reduce existing teeth stains. Other factors may contribute to teeth staining.

YOU'VE GOT VELO



velo.pakistan • [Follow](#)



velo.pakistan Smiling should be your daily mantra. Choose confidence, choose MORE SMILING. LESS TEETH STAINING*. [#MoveOnToVELO](#) Nicotine Pouches [#YouveGotVELO](#)

Available on VELO.com

*Compared to [a cigarette and/or snus]. Based on laboratory testing. Individual results may vary. This product does not reduce existing teeth stains. Other factors may contribute to teeth staining.



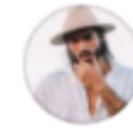
376 likes

4 DAYS AGO



Add a comment...

Post



jeremiahlakhwani  Who is more diligent at workout? Let's stay healthy and happy guys!

Right now, I don't need to be afraid that my hands will interfere when I work out, because I can enjoy the sensation of VELO nicotine in my mouth without smoke, anytime, anywhere.

Want to try VELO too? Immediately check the website at velo.com and buy using the VELOxJEREMIAH promo code to get 30% off!

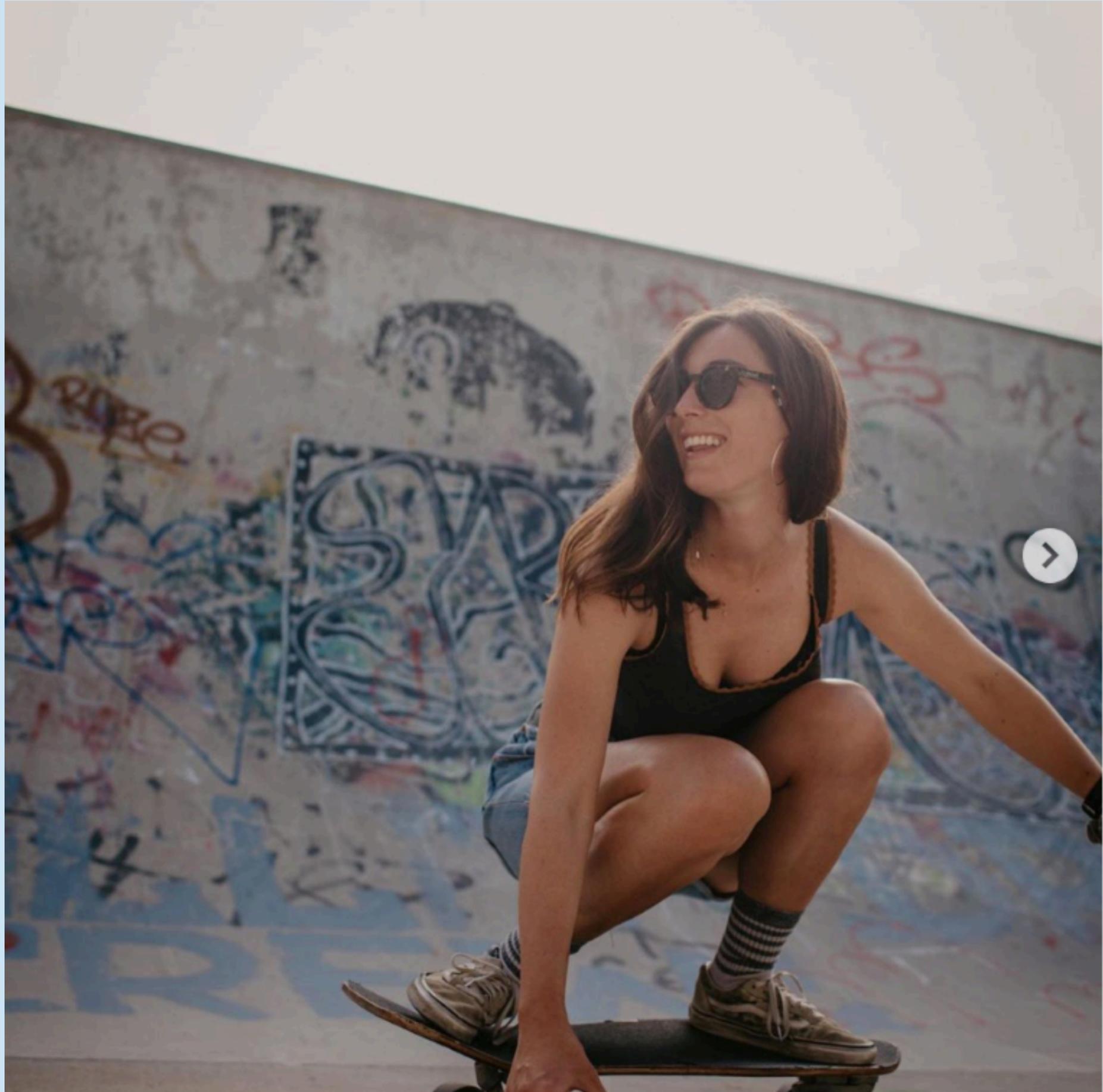
[@velo.Indonesia](https://www.instagram.com/velo.Indonesia) [#YouveGotVELO](https://www.instagram.com/YouveGotVELO) [#ads](https://www.instagram.com/ads)

This product is for 18+ only, contains nicotine and can cause dependence



5,881 likes

MARCH 9



lifeof_dana (translation below) Amigos! You may remember some of the crazy adventures I've had with LYFT over the past year ... from F1 to Tomorrowland Summer, and we almost made it to Tomorrowland Winter! Now they embark on a new adventure and become VELO 🎉. I'm so happy to share your new name with you and can't wait to experience more adventures with this brand ❤️@Velo.austria

#YouveGotVelo #LYFTistVELO

*partnership, 18+. Dieses Produkt enthält Nikotin und macht abhängig.

You amigos might remember some of the crazy adventures I've been on in the past year with LYFT.. from F1 to



485 likes

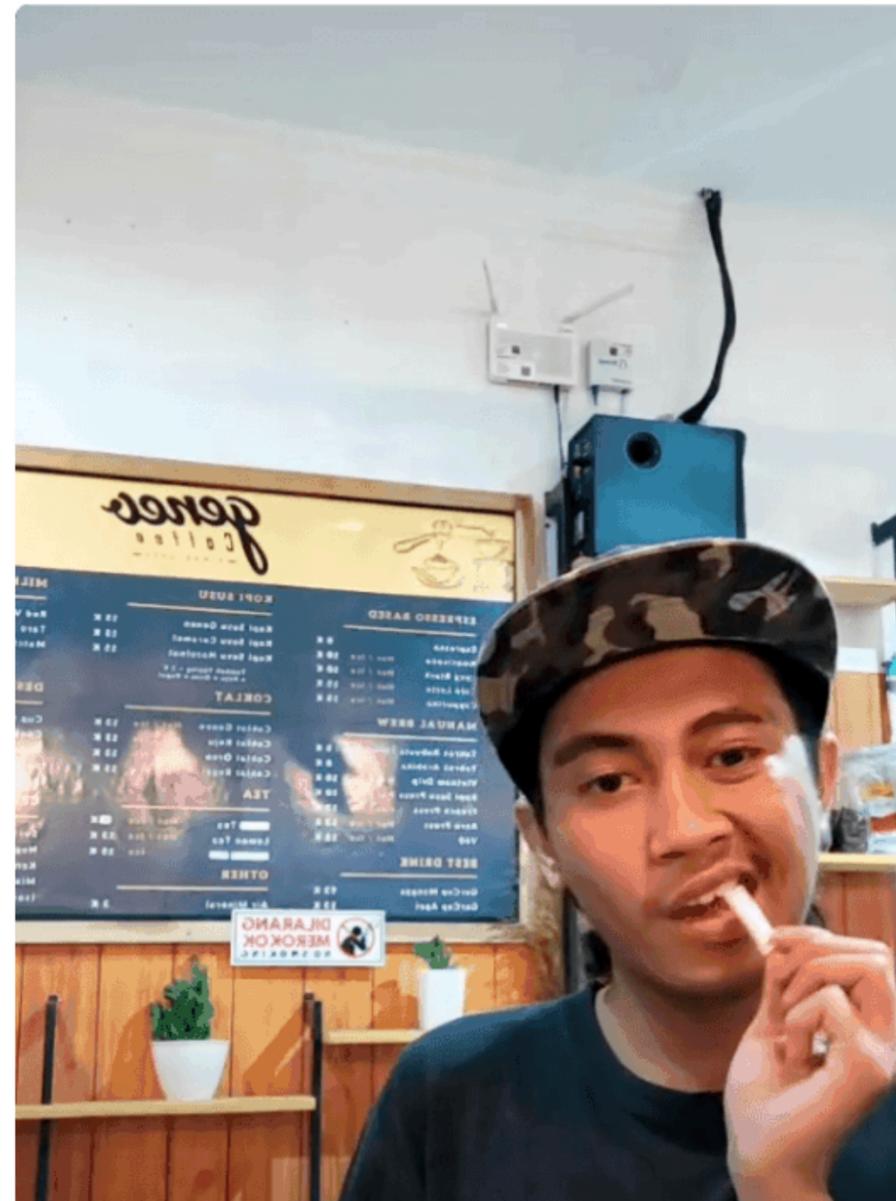
JULY 14



iqbalkhilmi Iqbal. · 6-2

keep using nicotine even without smoke 🚬 #fyp #fyp シ
#veloindonesia #velo #kantongnikotin #nicotine #nikotin

🎵 I Want My Mullet Back - Billy Ray Cyrus



33.4K



ACTIVITY

DECODE THE MARKETING TRICKS

Find out how nicotine pouch ads trick people into thinking they're harmless.

Spot the Tricks: What words, colours, and images make them look fun or harmless?

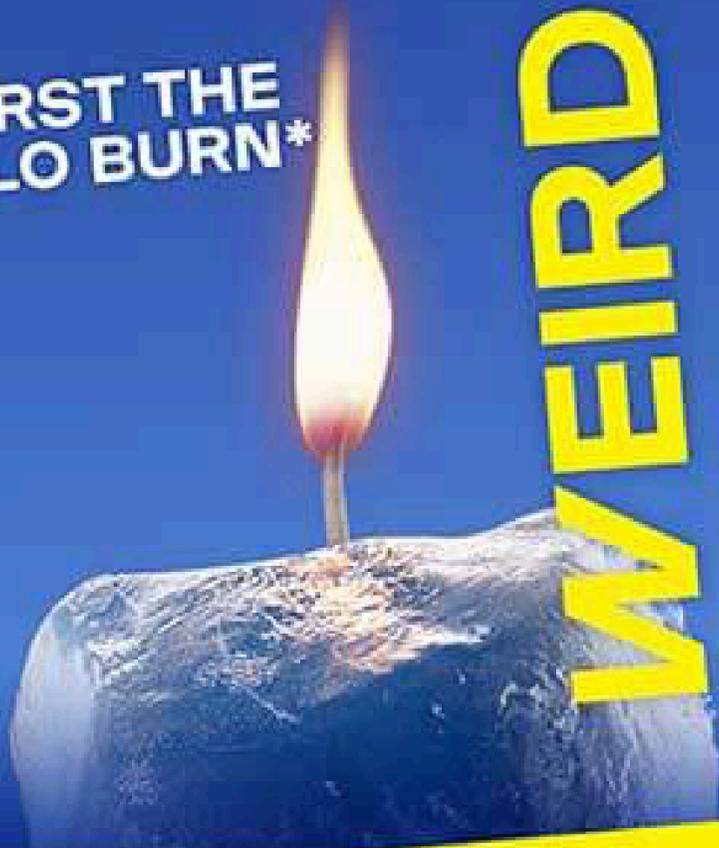
Would this advert be legal for cigarettes?

Who's the Target?: Who is this REALLY aimed at?

Predict the Outcome: What might happen if someone starts using these products?



FIRST THE
VELO BURN*



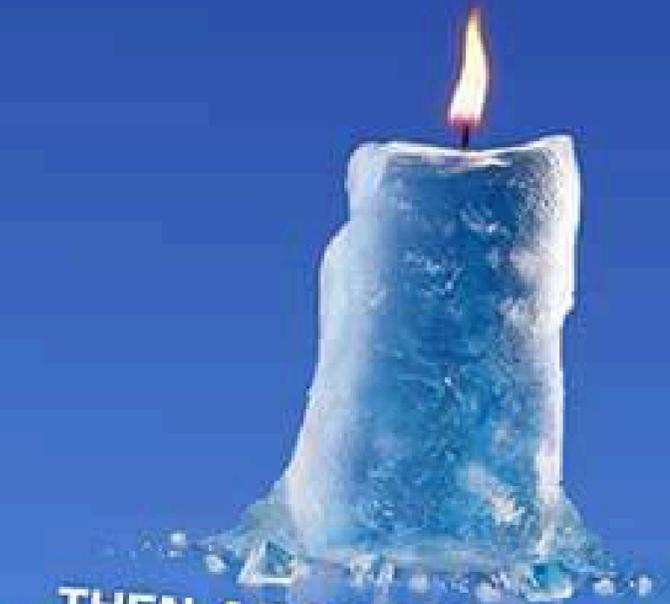
WEIRD



THE WEIRDLY
WONDERFUL
NICOTINE
POUCH



THAT VELO
TINGLE
FEELS LIKE...



THEN A BLAST OF FLAVOUR
WONDERFUL

ENJOY
ANYTIME
ANYWHERE

FRESH NEW LOOK



SAME VELO



bagz



bagz



bagz



slim premium nicotine bagz
bagz

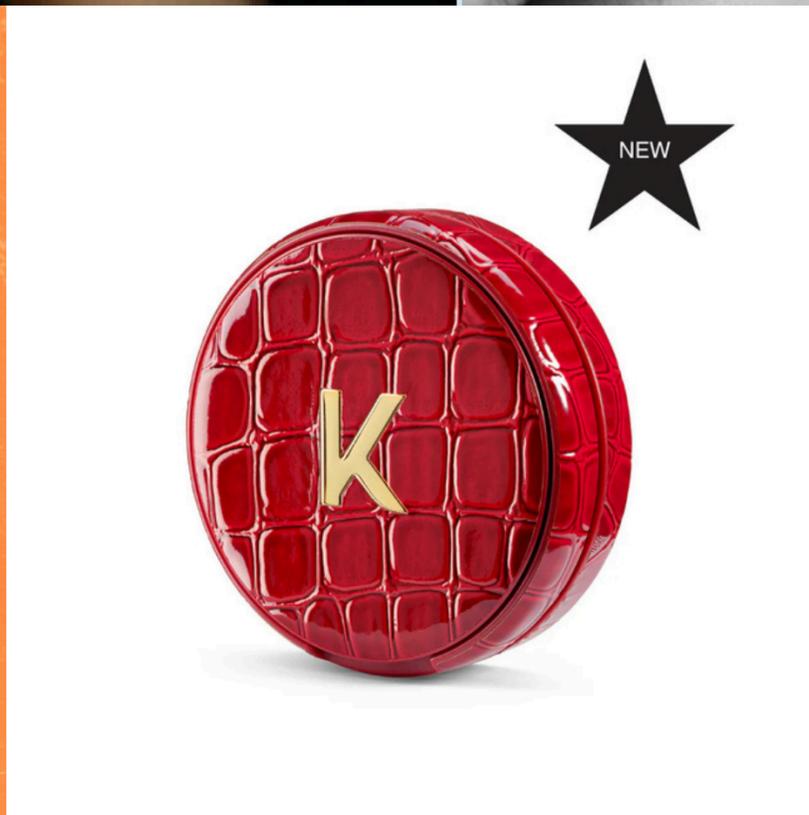
BAGZ? YES YOU CAN!

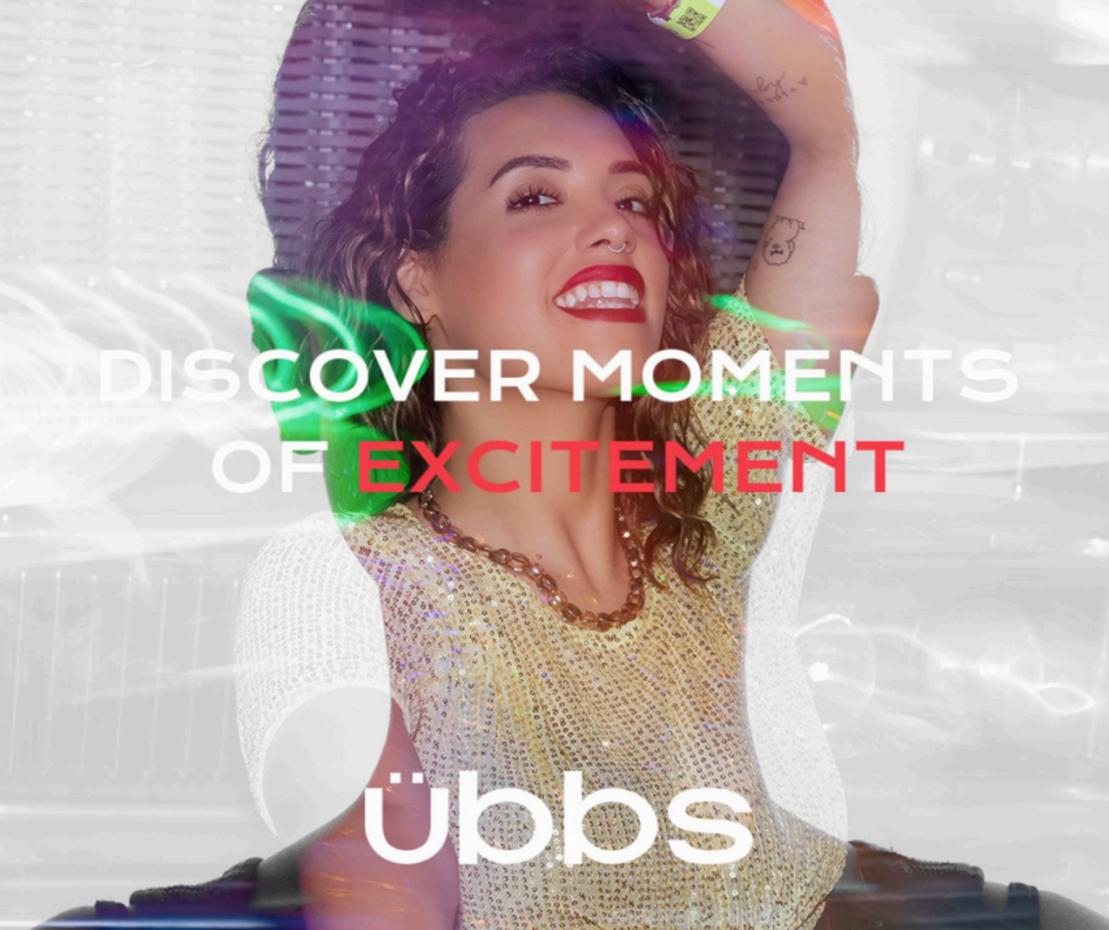
BAGZ nicotine pouches can be used anywhere, at any time and in any situation. They allow you to satisfy your nicotine cravings in an instant and discreet way. The can packaging has been designed so that the user does not have to worry about where to dispose the used pouch. In the upper part of the can under the lid, there is a container for the used pouches.





WHITE is the new **BLACK!**
KELLY WHITE available now at
[npd nicpouchesdirect](http://npd.nicpouchesdirect.com)





WHAT YOUR ÜBBS
FLAVOUR CHOICE
SAYS ABOUT YOU:

<p>BERRY</p>	<p>WATERMELON</p>	<p>SPEARMINT</p>
BUBBLY AND POPULAR	RULE BREAKER	FIERCELY OUTGOING
<p>PEPPERMINT</p>	<p>MENTHOL</p>	<p>COLA ICE</p>
OUTSPOKEN AND CONFIDENT	TRADITIONAL AND WELL-CULTURED	THE QUIRKY ONE WHO EVERYONE LOVES DEEP DOWN



CHOOSE YOUR
CHARACTER

- TOBACCO FREE 100%
- SMOKE FREE 100%
- HANDS FREE 100%
- DISCREET 100%
- INDULGENT 100%

Übbs
NICOTINE POUCHES
SPEARMINT





THE ADS

2024 F1 CONSTRUCTORS'
CHAMPIONS



McLaren
FORMULA 1 TEAM

VELO

PRINCIPAL PARTNER



This product contains nicotine and is addictive.
For adult nicotine consumers only.

Grand Prix

LONG BEACH

INTERNATIONAL



"Give your throat a vacation..."

Smoke a **FRESH** cigarette"

IF the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.

It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.

It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

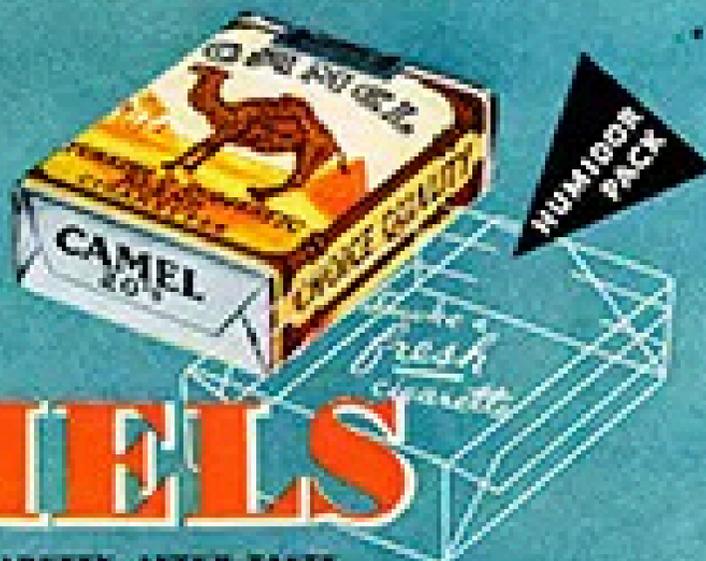
This scientific germ-safe wrapping—not plain ordinary Cellophane, but moisture-

proof Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

There is CAMEL QUARTER HOUR including Menthol, Double and King Size in Camel Cigarettes, American Jockey Brand in Columbia System—every night except Sunday.



CAMELS

Mild... NO CIGARETTE AFTER-TASTE

**DISCOVER A FRESH, NEW WAY
TO EXPERIENCE NICOTINE SATISFACTION.**



SMOKE-FREE

More discreet than cigarettes or e-cigs, with no lingering smell.



SPIT-FREE

Upper-lip placement means less saliva, and no need to spit.



TOBACCO-FREE

Made with tobacco-derived nicotine salt for a fresh nicotine experience.



FULL SATISFACTION

Available in 3 mg and 6 mg nicotine pouches.

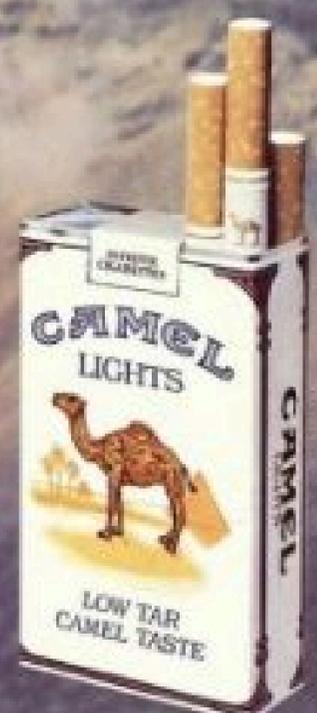


0 894062 3 ©2019 Swedish Match North America LLC POS# 894062

© 1988 R.J. REYNOLDS TOBACCO CO.

CAMEL LIGHTS

Share a new adventure.



9 mg "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.



ADVENTURE AWAITS YOU

Übbs

ARE THERE ANY RULES FOR NICOTINE POUCHES?



No limit on nicotine strength: some are stronger than cigarettes.

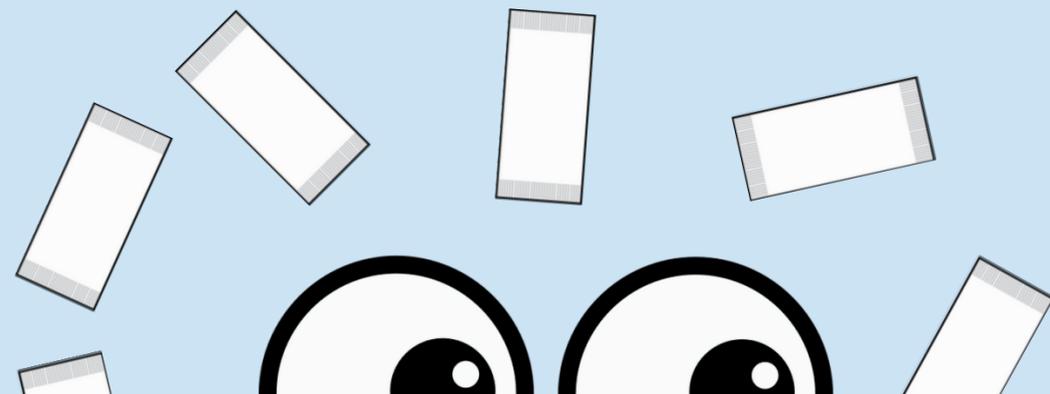
No clear health warnings: unlike cigarettes or vapes.

Not covered by UK tobacco laws: meaning fewer restrictions on how they're sold.



IF SOMETHING LOOKS HARMLESS, DOES THAT MEAN IT IS?

- Be aware of how nicotine products are marketed to you.
- Just because it's legal doesn't mean it's safe.
- Help challenge the myths - talk about what you've learned today.
- Support friends who want to quit or avoid nicotine.





For more information on smoking or vaping visit: **ash.wales**