

# The Tobacco and Nicotine Product Landscape

*Understanding Traditional, Emerging and Novel Nicotine Products*

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# The Nicotine Product Universe Has Expanded

## From One Product to an Entire Ecosystem

### Traditional Products

- Cigarettes, Cigars, Pipe tobacco, Roll-your-own tobacco

### Smokeless Products

- Snuff, Chewing tobacco, Oral tobacco

### Emerging/Novel Products

- E-cigarettes/vapes, HTPs, Oral nicotine pouches
- Disposable vaping devices'

One goal connects them all:

**Delivering nicotine and sustaining addiction.**



# Traditional Combustible Products

## Still the Deadliest Products

### Includes:

- Manufactured cigarettes
- Roll-your-own cigarettes
- Cigars
- Pipes
- Waterpipes/hubbly bubbly

## Combustion creates thousands of toxic chemicals

### Major health risks:

- Cancer
- Heart disease
- Stroke
- Chronic lung disease
- Tuberculosis complications



# Smokeless Tobacco Products



## “Smoke-Free” Does Not Mean Risk-Free

### Examples:

- Snuff
- Chewing tobacco
- Moist snuff
- Oral tobacco products

### Health risks include:

- Nicotine addiction
- Oral diseases
- Gum damage
- Certain cancers
- Cardiovascular effects



# E-Cigarettes and Vaping Products

## Battery-Powered Nicotine Delivery Devices

### Common features:

- Liquid nicotine solutions
- Flavours
- Aerosol inhalation
- Rechargeable or disposable devices

### Why they appeal to youth:

- Sweet flavours
- Concealable designs
- Technology appeal
- Social media marketing

**Vaping is not just “water vapour.”**



# Heated Tobacco Products (HTPs)

## “Heat-Not-Burn” Products

### Examples:

- IQOS-type devices
- Heated tobacco sticks

### Industry claim:

- “Reduced exposure” or “cleaner technology”

### Important reality:

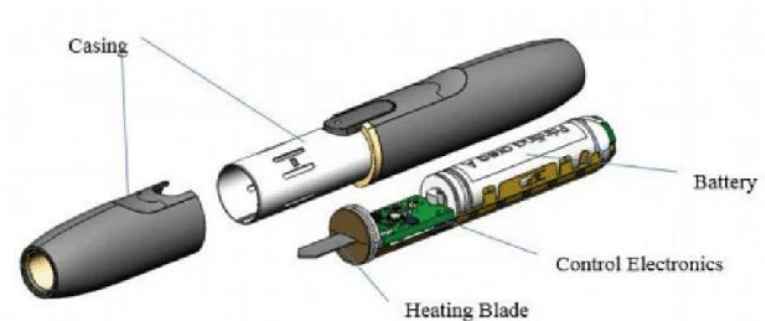
- Still contain nicotine
- Still expose users to harmful chemicals
- Long-term effects remain concerning

**Different technology ≠ harmless product.**

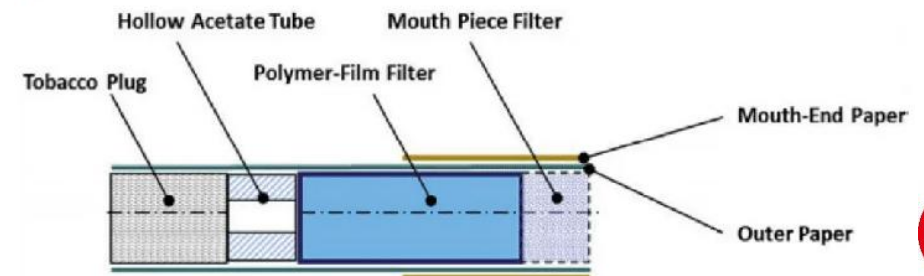
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# Oral Nicotine Pouches

## The New Frontier of Nicotine Marketing

### Features:

- Small nicotine pouches placed under the lip
- Often tobacco-leaf free
- Available in strong flavours

### Marketed as:

- discreet,
- modern,
- smoke-free,
- socially acceptable

### Concerns:

- High nicotine delivery
- Youth appeal
- Easy concealment in schools/workplaces



# The Industry Strategy Behind Product Diversification

**More Products = More Opportunities for Addiction**

**Industry goals include:**

- Attracting new users
- Retaining existing users
- Circumventing regulations
- Rebranding the industry image

**Common tactics:**

- ✓ Flavours
- ✓ Youth-friendly packaging
- ✓ Digital marketing
- ✓ “Innovation” language
- ✓ Harm reduction narratives

**The products may differ.**

**The addiction strategy remains consistent.**



# Public Health Response: Why Regulation Must Evolve?

## All Nicotine Products Require Appropriate Regulation

### Effective measures include:

- ✓ Advertising restrictions
- ✓ Flavour regulation
- ✓ Youth access restrictions
- ✓ Health warnings
- ✓ Smoke-free protections
- ✓ Taxation
- ✓ Public education

**Public health policy must evolve as products evolve!**



# Closing Message...

## Nicotine Addiction Is Being Repackaged, Not Eliminated

### Final Take-Home Messages:

- Newer products are not automatically harmless.
- Product diversity increases complexity for consumers and regulators.
- Youth are heavily targeted through flavours and modern branding.
- Prevention and regulation remain essential.

**“If the future of the industry depends on recruiting young users, then protecting young people must remain our priority.”**

**Thank you!**



National Council  
Against Smoking<sub>INC</sub>