

TOBACCO-FREE ORAL NICOTINE POUCHES

WHAT ARE THEY?

Oral nicotine pouches are for adult smokers and adult nicotine users. Consumers can enjoy the taste and nicotine stimulation by placing a pouch under their upper lip for up to 30 minutes.

THE BENEFITS:

- NO TOBACCO
- NO SMOKE/SMOKE SMELL
- NO COMBUSTION
- NO TEETH STAINING
- NO INHALATION

Each small pouch contains the following ingredients...



- **PLANT FIBRE**
- **NICOTINE**
- **FLAVOURINGS**
- **HUMECTANTS (TO ENSURE POUCHES REMAIN MOIST)**
- **SODIUM CHLORIDE & SODIUM CARBONATE (TO ENSURE STABILITY)**

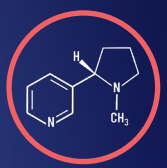


Users place a pouch under their upper lip. Nicotine is absorbed via their gums, meaning any **lung-related toxicity and disease risks associated with smoking are not to be expected.**

Manufactured using **high purity nicotine**, free from tobacco leaf (and harmful tobacco combustion).

Contains **high quality ingredients**, including food grade quality flavourings.

Doesn't produce harmful smoke (a by-product of tobacco combustion) or smell, so **no impact on bystanders.**



Available in a **variety of nicotine strengths** (up to 20mg per pouch, which we believe is an appropriate ceiling) to suit individual tolerance levels, nicotine consumption history, and personal goals. i.e. to help gradually reduce nicotine intake.

IMPERIAL BRANDS SCIENCE

THE SCIENCE

We rigorously test the tobacco harm reduction potential of our smokeless products relative to cigarettes. Here's what our scientists have learned so far.





1. 99% reductions in harmful chemicals compared to cigarettes[1]

Our data demonstrates our nicotine pouches contain **significantly lower levels of select harmful chemicals** of public health interest compared to cigarette smoke.



2. Reduces desire to smoke or use nicotine[2]

Our clinical research indicates **significant, sustained reductions in participants' desire to smoke cigarettes** or use nicotine.

Studies also produced encouraging scores relating to product satisfaction.

3. Appeals to adult smokers[3]

Data suggests adult smokers are significantly more likely to try or purchase our nicotine pouches than younger and older non-users, as well as long-term quitters.

Intent to purchase is very low among non-smokers, reducing concerns nicotine pouches are a 'gateway' to nicotine use or smoking for unintended audiences like youth.

THE IMPORTANCE OF RESPONSIBLE MANUFACTURING

It's crucial consumers are offered high quality, regulated smokeless products they can trust. From product design and manufacture to marketing, everything is undertaken with adults who smoke, and adult nicotine users, in mind.

Our oral nicotine pouches also undergo rigorous risk assessments by our in-house team of professional toxicologists and other scientific experts to determine the suitability of ingredients and materials.

Focusing on sustainability, we're commited to improving recyclability, and exploring more sustainable materials for cans. Refilling options and returns schemes are also being investigated across markets.

PUBLIC HEALTH POTENTIAL

Following significant encouraging public health outcomes observed Nordic countries, interest in nicotine pouches continues to grow globally.

Recent US regulatory decisions and increasing consumer adoption are also helping build understanding of how tobacco-free oral nicotine products may contribute to reducing smoking-related harm among adults who smoke.



FIND OUT MORE

As well as our own research, we've conducted a review of the wider scientific literature on tobacco-free oral nicotine pouches – which indicates the category has promising public health potential.

WHY CHOOSE NICOTINE POUCHES?

We believe manufacturers need to balance product innovation with responsible stewardship and scientific substantiation.

If regulators, industry, retailers, and society work together, we can help safeguard public health, protect consumers, and ensure oral nicotine pouches fulfil their exciting harm reduction potential while providing adult nicotine consumers with moments of relaxation and pleasure.



FIND OUT MORE

FLAVOURS

In selected markets, our oral nicotine pouches come in a range of flavours that our scientific research and consumer insights suggest help adults who smoke to transition away from cigarettes.

However, we also recognise it's crucial these flavours aren't attractive to non-smokers – including youth – so we develop and market them responsibly.



FIND OUT MORE

[1] Internal data. More information can be found here pp. 6-7: https://imperialbrandsscience.com/wp-content/uploads/2022/08/zoneX_state_of_science_digital.pdf
[2] Chapman, F. et al. A randomised, open-label, cross-over clinical study to evaluate the pharmacokinetic, pharmacodynamic and safety and tolerability profiles of tobacco-free oral nicotine pouches relative to cigarettes. Psychopharmacology 239(9), 2931–2943. https://doi.org/10.1007/s00213-022-06178-6 (2022).
[3] Internal data. More information can be found here pp. 16-18: https://imperialbrandsscience.com/wp-content/uploads/2022/08/zoneX_state_of_science_digital.pdf
[4] https://www.folkhalsomyndigheten.se/the-public-health-agency-of-sweden/living-conditions-and-lifestyle/andtg/tobacco/use-of-tobacco-and-nicotine-products/

Please note the scientific research detailed in this infographic was conducted on various Imperial Brands tobacco-free oral nicotine pouch variants, including zoneX and Skruf Super White. Zone imagery is for illustrative purposes.

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