

# Tobacco in Australia

## Facts & Issues

---

### Relevant news and research

#### 18C.2 Advertising and promotion of oral nicotine products

*Last updated December 2024*

Research:.....	2
18C.2 Advertising and promotion of oral nicotine products .....	2
18C.2.1 Exposure to advertising .....	3
18C.2.2 Messages in advertising.....	3
18C.2.3 Forms of advertising and promotion .....	3
18C.2.4 Retail accessibility .....	3
News: .....	4
18C.2 Advertising and promotion of oral nicotine products .....	4
18C.2.1 Exposure to advertising .....	4
18C.2.2 Messages in advertising.....	4
18C.2.3 Forms of advertising and promotion .....	4
18C.2.4 Retail accessibility .....	5

## Research:

### *18C.2 Advertising and promotion of oral nicotine products*

O'Hagan, LA. (2024). A taste of Nordic freedom: The problematic marketing of nicotine pouches in the United Kingdom. *Nordisk Alkohol Nark*, 41(6), 574-598. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/39563974>

Ozga, JE, Cornacchione Ross, J, Hrywna, M, Sharma, A, Ling, PM, & Stanton, CA. (2024). Oral nicotine product marketing expenditures in the USA from 2016 to 2023: trends over time by brand and targeted media outlets. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/38485232>

Tosakoon S, Romm KF, and Berg CJ. Nicotine pouch awareness, use and perceptions among young adults from six metropolitan statistical areas in the United States. *Tob Prev Cessat*, 2023; 9:19. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/37293565>

Talbot EM, Giovenco DP, Grana R, Hrywna M, and Ganz O. Cross-promotion of nicotine pouches by leading cigarette brands. *Tobacco Control*, 2023; 32(4):528-9. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/34670870>

Tackett AP, Wong M, Cho J, Harlow AF, Vogel EA, et al. Willingness to Use Commercial Nicotine Gums, Lozenges, and Gummies Among Nontobacco Using Adolescents in Southern California. *The Journal of Adolescent Health*, 2023; 72(2):277-86. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/36470691>

Tackett AP, Barrington-Trimis JL, and Leventhal AM. 'Flavour ban approved': new marketing strategies from tobacco-free nicotine pouch maker Zyn. *Tobacco Control*, 2023; 32(e1):e134-e5. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/35459750>

Morean ME, Bold KW, Davis DR, Kong G, Krishnan-Sarin S, et al. "Tobacco-free" Nicotine Pouches: Risk Perceptions, Awareness, Susceptibility, and Use Among Young Adults in the United States. *Nicotine & Tobacco Research*, 2023; 25(1):143-50. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/36000776>

Mays D, Long L, Alalwan MA, Wagener TL, Shang C, et al. The Effects of Oral Nicotine Pouch Packaging Features on Adult Tobacco Users' and Non-Users' Product Perceptions. *International Journal of Environmental Research and Public Health*, 2023; 20(4). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/36834078>

Ling PM, Hrywna M, Talbot EM, and Lewis MJ. Tobacco-Derived Nicotine Pouch Brands and Marketing Messages on Internet and Traditional Media: Content Analysis. *JMIR Form Res*, 2023; 7:e39146. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/36790840>

Vogel EA, Barrington-Trimis JL, Kechter A, Tackett AP, Liu F, et al. Differences in Young Adults' Perceptions of and Willingness to Use Nicotine Pouches by Tobacco Use Status. *International Journal of Environmental Research and Public Health*, 2022; 19(5). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/35270385>

Unger JB, Barker J, Cruz TB, Leventhal AM, and Pentz MA. Lucy-Novel Flavored Nicotine Gum, Lozenges, and Pouches: Are They Misleading Consumers? *Substance Use and Misuse*, 2022; 57(8):1328-31. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/35586938>

Shao Y, Zou J, Xie Z, Mayne RG, Ossip DJ, et al. Perceptions of Oral Nicotine Pouches on Reddit: Observational Study. *Journal of Medical Internet Research*, 2022; 24(7):e37071. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/35838764>

Duan Z, Henriksen L, Vallone D, Rath JM, Evans WD, et al. Nicotine pouch marketing strategies in the USA: an analysis of Zyn, On! and Velo. *Tobacco Control*, 2022. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/35817549>

### *18C.2.1 Exposure to advertising*

#### *18C.2.2 Messages in advertising*

Morean, ME, O'Malley, SS, & Krishnan-Sarin, S. (2024). Words matter: descriptors for nicotine that comes from tobacco and descriptors for synthetic nicotine that is created in a laboratory differentially impact understanding of nicotine source and risk perceptions. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/39168594>

Alalwan, MA, Mays, D, Berman, ML, El-Hellani, A, Keller-Hamilton, BL, Brinkman, MC et al. (2024). Oral nicotine pouch manufacturer's reduced exposure claims require evidence and regulatory oversight. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/38702185>

#### *18C.2.3 Forms of advertising and promotion*

**Sharma, A, Belton, A, Ozga, JE, Ling, P, Hrywna, M, Cornacchione Ross, J et al . (2024). Marketing strategies in business-to-business advertisements for oral nicotine products. *Tob Control* . Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/39613332>**

Sun, T, & Tattan-Birch, H. (2024). Sports, Gigs, and TikToks: Multichannel Advertising of Oral Nicotine Pouches. *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/39191473>

Ganz, O, Barnwell, PV, Hrywna, M, Donaldson, SI, Allem, JP, & Delnevo, CD. (2024). Marketing ZYN: examining branded and unbranded content. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/38964857>

Dobbs, PD, Kong, G, Berman, ML, & Henriksen, L. (2024). 'Cashing in' nicotine pouches for prizes. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/38879181>

### *18C.2.4 Retail accessibility*

## News:

### *18C.2 Advertising and promotion of oral nicotine products*

**NSW Health. Sixty retailers targeted in major vaping blitz across Sydney. 2024. Last update:**  
Viewed Available from: [https://www.health.nsw.gov.au/news/Pages/20240206\\_00.aspx](https://www.health.nsw.gov.au/news/Pages/20240206_00.aspx).

**May N. All good to take to school?': Australian influencers promote flavoured nicotine pouches to vape-addicted youths. The Guardian, 2024. Available from:**

<https://www.theguardian.com/australia-news/2024/feb/07/all-good-to-take-to-school-australian-influencers-spruik-flavoured-nicotine-pouches-to-vape-addicted-youths>

Marsh S. Instagram influencers advertising nicotine products to young people, charity warns. The Guardian. 2023. Available from: <https://www.theguardian.com/business/2023/jun/12/instagram-influencers-advertising-nicotine-products-to-young-people-charity-warns>.

Dresch M. Sweet flavour nicotine pouches as strong as 100 cigarettes promoted to kids on TikTok. Mirror. 2023. Available from: <https://www.mirror.co.uk/news/uk-news/sweet-flavour-nicotine-pouches-strong-31304132>.

Dangerfield K. What are nicotine pouches? Why health experts are sounding the alarm in Canada. Global News, 2023. Available from: <https://globalnews.ca/news/10090440/nicotine-pouches-canada-kids/>

Afanasieva D. Big Tobacco Pushes Nicotine Pouches as Vaping Hit by Curbs. Bloomberg. 2023. Available from: <https://www.bloomberg.com/news/articles/2023-04-15/big-tobacco-pushes-nicotine-pouches-as-vaping-hit-by-curbs>.

Over 100 Organizations Call on Social Media Companies to End Nicotine Pouch Advertising, Including by Paid Influencers. Campaign for Tobacco-free Kids. 2021: Washington, DC. Available from: [https://www.tobaccofreekids.org/press-releases/2021\\_10\\_26\\_nicotine-pouch-ads-social-media](https://www.tobaccofreekids.org/press-releases/2021_10_26_nicotine-pouch-ads-social-media).

### *18C.2.1 Exposure to advertising*

### *18C.2.2 Messages in advertising*

### *18C.2.3 Forms of advertising and promotion*

**STOP A Global Tobacco Industry Watch Dog. (2024). Driving Addiction: A Race for Future Generations. Retrieved from <https://exposetobacco.org/campaigns/driving-addiction/>**

Truth Initiative (2024). Zyn rewards program follows Big Tobacco's marketing playbook. Retrieved from <https://truthinitiative.org/research-resources/tobacco-industry-marketing/zyn-rewards-program-follows-big-tobaccos-marketing>

Demopoulos, A. Use nicotine, win an iPad! Zyn's viral rewards program fuels addiction fears. *The Guardian*, 2024. May 20, 2024. Retrieved from <https://www.theguardian.com/lifeandstyle/article/2024/may/20/zyn-pouches-nicotine-rewards-program>

Truth Initiative. Tobacco and baseball have a long, shared history. Is Zyn the latest chapter? May 13, 2024. Retrieved from <https://truthinitiative.org/research-resources/emerging-tobacco-products/tobacco-and-baseball-have-long-shared-history-zyn>

May N. 'All good to take to school?': Australian influencers promote flavoured nicotine pouches to vape-addicted youths. *The Guardian*. 2024. Available from: <https://www.theguardian.com/australia-news/2024/feb/07/all-good-to-take-to-school-australian-influencers-spruik-flavoured-nicotine-pouches-to-vape-addicted-youths>.

#### *18C.2.4 Retail accessibility*

**Jussinoja K. B.C. to remove nicotine pouches from convenience stores. CTV News. 2024. Available from: <https://bc.ctvnews.ca/b-c-to-remove-nicotine-pouches-from-convenience-stores-1.6760221>.**