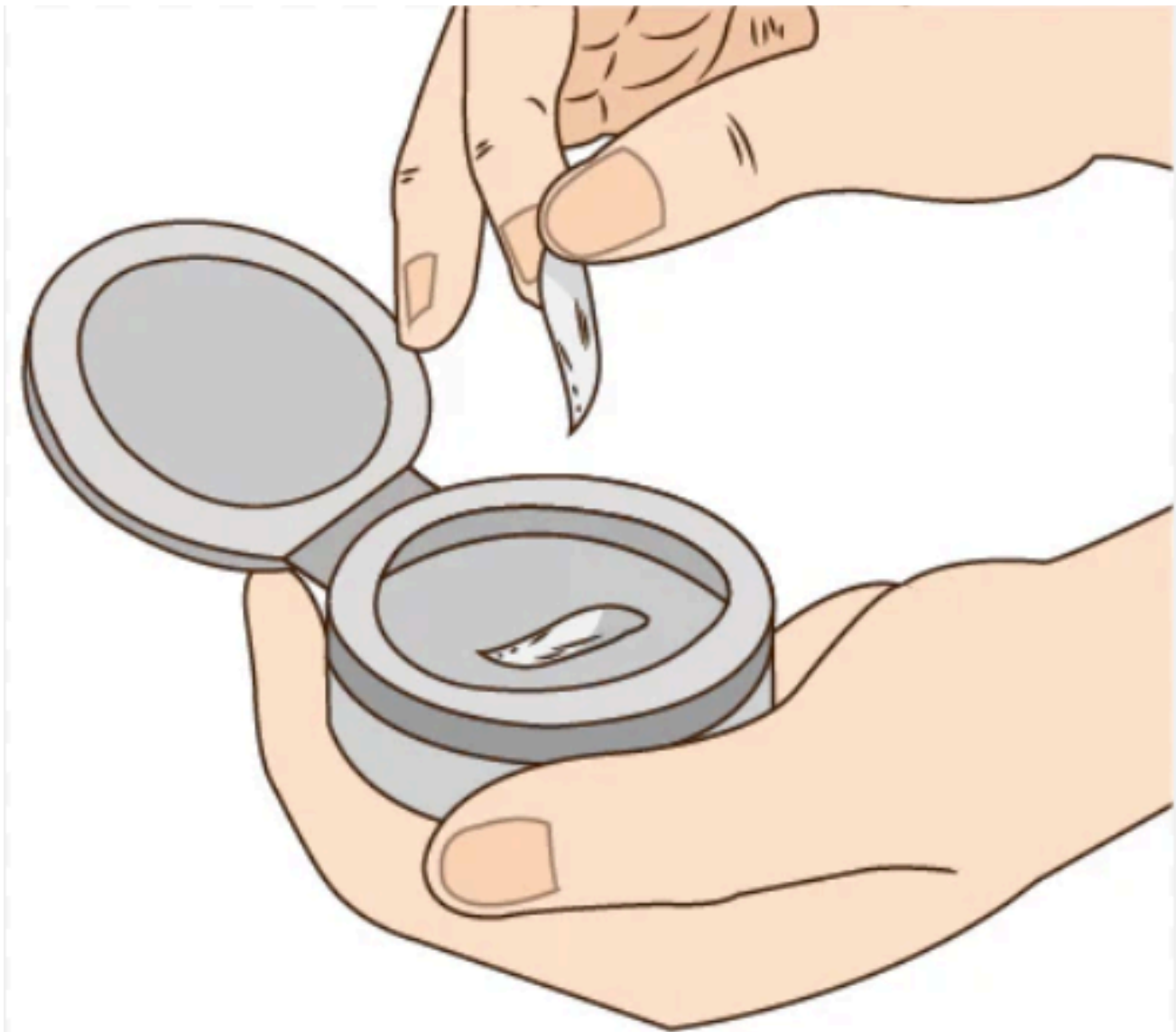


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# SNUS

## VS

# NICOTINE POUCHES



**In the world of smokeless tobacco and nicotine products, there are two names that have become increasingly familiar to consumers in recent years: snus and nicotine pouches. We often get asked: are snus and nicotine pouches the same thing, what's the difference? Well, the thing is, they're very similar but they're not the same and most people don't know the difference.**

**Let's start with the similarities.**

- **Both products offer an alternative to tobacco.**
- **So they both appeal to users looking for a discreet way to consume nicotine without combustion.**
- **Both snus and nicotine pouches come in pouches that you put under your lip. But there's one big difference: snus is made from tobacco, while nicotine pouches don't contain tobacco.**

**This difference is also what makes nicotine pouches legal in European countries like the UK, Germany, France, Poland, etc., while snus is only allowed in Sweden and Norway. Another big difference is that nicotine pouches are available in a variety of flavors, while snus tastes like snus... (if you like the taste of snus, you can get snus-flavored nicotine pouches). Read on and we'll dive deeper into the differences. Let's start with snus.**



# WHAT IS SNUS?

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Snus is a moist, powdered tobacco product originating in Sweden and Norway. It is placed between the upper lip and gum, releasing nicotine gradually. Snus is not burned, so it does NOT produce smoke. The manufacturing process of snus involves pasteurization of the tobacco, which significantly reduces the amount of toxic substances compared to other tobacco products.

## Features of Snus:

- Contains tobacco.
- Slow release nicotine.
- Available in wet powder form or in small pre-measured sachets.
- Flavored and unflavored varieties.

# WHAT ARE POUCHES?

Pouches are newer products that contain nicotine but not tobacco. These pouches are typically made of plant fibers and other ingredients that allow nicotine to be released when placed between the lip and gum. Like snus, nicotine pouches offer a smokeless alternative for nicotine users.

## Features of Nicotine Pouches:

- They do not contain tobacco.
- Gradual release of nicotine.
- Available in various nicotine concentrations.
- Wide variety of flavors.

# COMPARISON BETWEEN SNUS AND NICOTINE POUCHES

The difference between snus and nicotine pouches lies primarily in the presence of tobacco. While snus offers a more traditional smokeless tobacco consumption experience, pouches represent a modern, tobacco-free alternative that is gaining ground in the market. With increasing demand and product diversification, pouches are positioned as a popular choice among consumers looking to reduce the risks associated with tobacco and enjoy a greater variety of flavors and nicotine concentrations.

## EVOLUTION

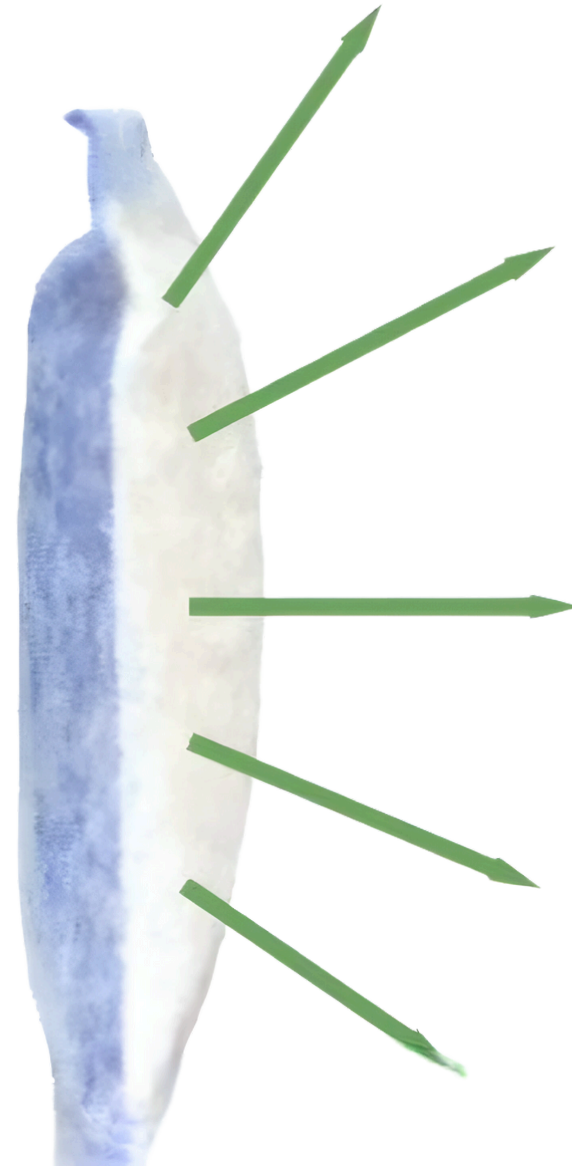
In Sweden, Stingfree nicotine pouches have emerged as an innovative solution to protect the oral health of nicotine users. Most nicotine pouch products, such as snus or pouches, cause an unpleasant burning sensation (also known as Zyn burn) when placed on the gum of the long-term user. It is also common for pouch users to experience oral health problems, such as snus injuries and even irreparable gum recession.

Stingfree eliminates the sting by placing a protective barrier on the gum side of the pouch.

The barrier protects the gum, but the flavour, aroma and nicotine can pass through the unprotected white side of the pouch. Many users also find that Stingfree pouches hold nicotine and flavours longer than traditional pouches.



## PROTECT YOUR GUMS



## RELEASES FLAVOR AND NICOTINE

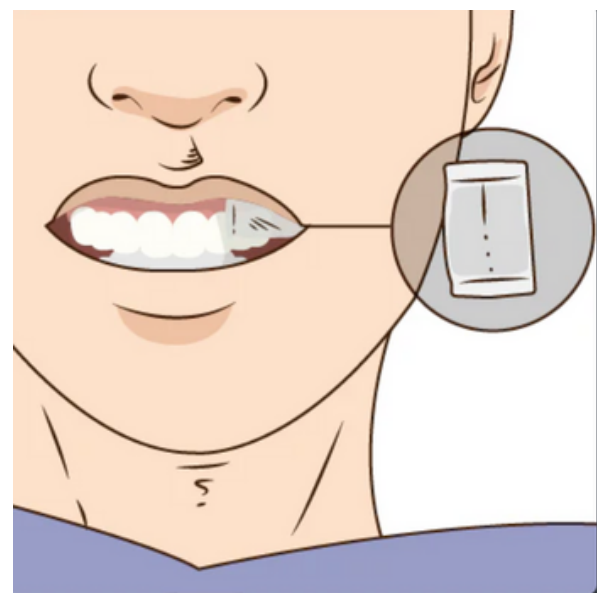
All snus products and pouches contain substances that can cause burning and irritation of the gums. The main contributor to burning/irritation are the pH-regulating substances used to enhance nicotine delivery. Flavourings such as mint, soda, chilli and salt can also contribute to burning gums. Stingfree technology pioneers the ability to protect gums from direct contact with these substances by adhering a super-thin biofilm to one side of the pouch.

# ¿COMO SE UTILIZAN?

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- **Open the can** : Open the lid and grab a sachet by the corner with your thumb and index finger. Remove it from the can.



- **Insert the pouch under the upper lip:** With your other hand, lift your upper lip so you can place the nicotine pouch between your lip and gum and adjust the pouch for a more comfortable fit. Traditionally, snus pouches are placed on the left or right, rather than in the middle, but clean white snus pouches are small, so do what's most comfortable for you.



- **Keep the pouch inside while you enjoy it:** Different brands can vary in how quickly they release nicotine, but it's common to keep a single pouch for between 25 minutes and an hour. One way to tell if you have the right strength is that you'll feel a tingle and then forget about the pouch as you notice your concentration levels increasing, only taking it out when you feel it again.





- **Discard the used bag:** For the pouch, simply grab it and pull it out or use your tongue to push it into your mouth and then remove it. You can dispose of the used pouch directly in the trash, but don't forget that almost all modern brands have a special compartment at the top of the can specifically designed to hold used pouches - this is especially useful if you want to discreetly change a pouch when you're traveling or at a meeting.

- **IT IS IMPORTANT THAT YOU KEEP THIS HARM REDUCTION TOOL OUT OF THE REACH OF CHILDREN.** The design of these products makes them especially dangerous for children, because they can be easily hidden.
- **VISIT A TRUSTED ADVISOR TO ESTABLISH THE CORRECT LEVEL OF NICOTINE YOU NEED.** Otherwise you could experience a bad experience from nicotine exposure such as nausea, hiccups, mouth pain, dizziness, headache