

DISPOSABLE PODS: A POPULAR PRODUCT, BUT NOT FOR EVERYONE



 Tobacco Harm Reduction
Scholarship Programme



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Disposable pods are trendy — they're everywhere. They look cool, they're easy to use, and the flavors are amazing. But that doesn't mean they're for everyone. Sure, they're convenient and tempting. But before trying one, it's important to understand what you're using, why, and for what purpose.



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STRONG FLAVORS, HIGH NICOTINE

THESE PRODUCTS ARE DESIGNED TO BE SUCCESSFUL — SO BE CAREFUL. THEY OFTEN CONTAIN HIGH CONCENTRATIONS OF NICOTINE, USUALLY IN FORMS LIKE NICOTINE SALTS, WHICH ARE ABSORBED QUICKLY AND SMOOTHLY. ON TOP OF THAT, THEY USE FLAVOR ENHancers THAT MAKE THE EXPERIENCE VERY ENJOYABLE... AND SOMETIMES, EASIER TO REPEAT WITHOUT EVEN THINKING ABOUT IT.



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STRONG FLAVORS + HIGH NICOTINE

THESE PRODUCTS OFTEN CONTAIN HIGH CONCENTRATIONS OF NICOTINE, TYPICALLY IN FORMS LIKE NICOTINE SALTS, WHICH ARE ABSORBED QUICKLY AND WITHOUT IRRITATION. THEY ALSO USE FLAVOR ENHANCERS THAT MAKE THE EXPERIENCE HIGHLY ENJOYABLE... AND SOMETIMES, EASIER TO REPEAT WITHOUT THINKING.

**A necessary market for smokers —
but without regulation.
Risky. Did you know?**



- THESE PLEASANT FLAVORS CAN BE A BIG HELP FOR SMOKERS, BUT THAT DOESN'T MEAN THE PRODUCT IS HARMLESS.
- NICOTINE ISN'T THE MOST HARMFUL PART OF A CIGARETTE, BUT IT IS HIGHLY ADDICTIVE.
- **IF YOU'VE NEVER SMOKED, YOU SHOULDN'T USE PODS.**
- **IF YOU'RE UNDERAGE, YOUR BRAIN IS STILL DEVELOPING.**



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UNDERSTANDING NICOTINE WITHOUT FEAR

NICOTINE ISN'T WHAT MAKES CIGARETTES SO HARMFUL, BUT IT IS WHAT HOOKS YOU. IN PRODUCTS LIKE PODS, NICOTINE CAN PLAY A POSITIVE ROLE

ONLY WHEN USED AS A TOOL TO QUIT SMOKING. IT'S NOT ABOUT DEMONIZING OR GLORIFYING IT. NICOTINE CAN BE USEFUL FOR ADULTS WHO ALREADY SMOKE AND ARE LOOKING TO REDUCE HARM. BUT FOR THOSE WITH NO PRIOR USE, IT CAN START AN UNNECESSARY DEPENDENCE.



THESE PRODUCTS ARE HARM REDUCTION TOOLS FOR ADULT SMOKERS OF LEGAL AGE.





**It's not a demon —
but it's not a game
either.**

**No need to
exaggerate or deny
what we need is to
UNDERSTAND.**

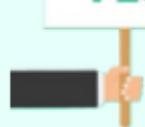
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WHO IT'S FOR AND WHO IT'S NOT

Adult smokers who are trying to quit cigarettes.

YES



Minors, non-smokers, and people with no history of smoking.

NO

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BUY SMART: NOT EVERY PLACE IS SPECIALIZED



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THESE DAYS, MANY PEOPLE IMPORT PODS AND SELL THEM AS IF THEY WERE EXPERTS.

BUT HAVING VARIETY DOESN'T MEAN HAVING REAL KNOWLEDGE.

Why does this matter?

- SOME DEVICES MAY NOT MEET QUALITY STANDARDS.
- THE LACK OF PROPER GUIDANCE CAN LEAD YOU TO USE PRODUCTS THAT AREN'T RIGHT FOR YOU.
- USING IT THE WRONG WAY CAN AFFECT YOUR HEALTH — EVEN IF THE PRODUCT SEEMS "SMOOTH" OR "TASTY."



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IMPORTING AND BUSINESS OPPORTUNITY: AT WHAT COST?

THE CURRENT LACK OF REGULATION OPENS THE DOOR FOR MANY PEOPLE TO SEE PODS AS JUST A BUSINESS OPPORTUNITY.

BUT WHAT SHOULD BE A HARM REDUCTION TOOL FOR ADULT SMOKERS OFTEN ENDS UP IN THE HANDS OF TEENAGERS OR NON-SMOKERS WHO LACK PROPER INFORMATION.

THAT'S WHY IT'S KEY TO:

- BUY FROM TRULY KNOWLEDGEABLE SOURCES WITH VERIFIED CREDIBILITY.

AVOID USING THEM IF YOU DON'T SMOKE OR IF YOU'RE UNDERAGE.

- LOOK FOR EVIDENCE-BASED INFORMATION, NOT JUST TRENDS OR MARKETING.





If you don't
smoke, you
don't need
them.



**Don't buy just
anywhere,
get proper
guidance.**



**Choose
based on
information,
not impulse.**



**This product
is for adult
use only.**

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