

# ZYN®: A BETTER OPTION FOR ADULT SMOKERS

## WHAT IS ZYN?

A small pouch made with plant-based fibers, ZYN contains pharmaceutical-grade nicotine derived from tobacco leaves, food-grade fillers and flavorings for a smoke-free, spit-free experience. ZYN products do not contain any tobacco leaf or stems.

## HOW IS IT USED?

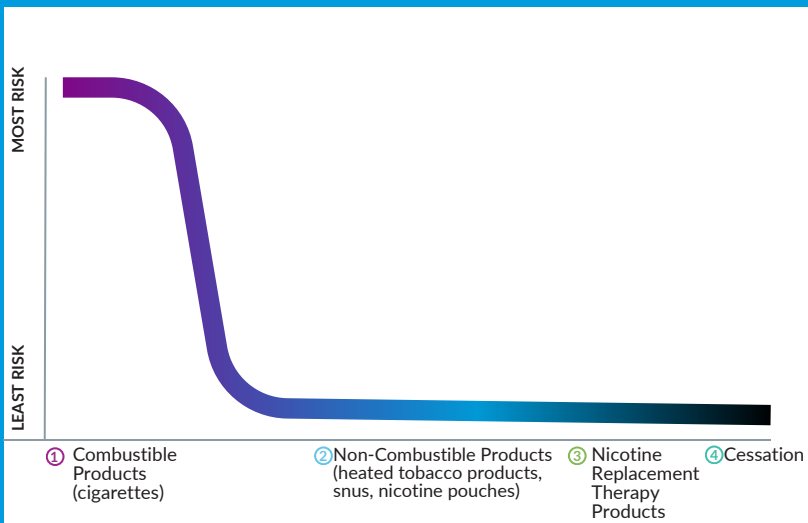
ZYN is placed between the upper lip and gum, allowing nicotine to be absorbed orally.

## IS ZYN AUTHORIZED BY THE FDA?

Following extensive scientific review, ZYN was the first in its category to be authorized for marketing by the U.S. Food and Drug Administration in January 2025. The FDA found that ZYN, available in 10 varieties and two nicotine concentrations, is “appropriate for the protection of public health” and may benefit adult smokers and users of smokeless tobacco products that completely switch.<sup>1</sup>



## COMBUSTION AND THE RISK CLIFF



Adapted from Nutt, et. al. Estimating the Harms of Nicotine-Containing Products Using the MCDA Approach. Eur. Addict Res 2014; 20:218-225.

## EFFECTIVELY REDUCING HARM

- Smoking remains the leading preventable cause of death and disease in the United States. Nearly 30 million Americans continue to smoke combustible cigarettes and nearly 500,000 Americans will die each year from cigarette smoking.<sup>2</sup>
- As the graph indicates, nicotine, while addictive and not risk-free, is delivered on a spectrum with combustible products being the most harmful. For adults who smoke, quitting all tobacco products is always the best choice. But many won't quit. The FDA has recognized that completely switching to smoke-free nicotine products like ZYN offers a better option for adults 21+ who smoke than continuing to use cigarettes.<sup>3</sup>
- Government policies on tobacco and nicotine use should be based on science, risk level, and common sense to ensure legal-age adults who smoke have access to FDA-authorized smoke-free products.

***“To receive marketing authorizations, the FDA must have sufficient evidence that the new products offer greater benefits to population health than risks. In this case, the data show that these nicotine pouch products meet that bar by benefiting adults who use cigarettes and/or smokeless tobacco products and completely switch to these products.”***

***-Dr. Matthew Farrelly, director of the Office of Science in the FDA’s Center for Tobacco Products<sup>4</sup>***

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1. FDA, Technical Project Lead (TPL) Review of PMTAs, <https://tinyurl.com/3kxnyfzy>  
 2. CDC, Burden of Cigarette Use in the U.S., <https://tinyurl.com/4cxtf6w9>  
 3. FDA, The Relative Risks of Tobacco Products, <https://shorturl.at/AUmEf>  
 4. FDA, FDA Authorizes Marketing of 20 ZYN Nicotine Pouch Products after Extensive Scientific Review, <https://shorturl.at/5QNIr>

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