

# STATISTICS



- According to the CDC, around 1 in every 100 high school students last year reported using nicotine pouches in the past 30 days.

# SIDE EFFECTS



- ZYN can cause a nicotine addiction.
- Can induce vomiting and cause increase in heart rate.
- Increase risk of cardiovascular and respiratory disorders.

# JUDGE MEMORIAL CATHOLIC HIGH SCHOOL COUNSELING DEPARTMENT



**ZYN**

**NICOTINE**

**POUCHES**

## WHAT ARE

## ZYN?

Flavored nicotine pouches that are placed in the mouth between the top lip and the gums.



## WHY ARE STUDENTS USING ZYN?

- They are smokeless making them harder to detect.
- With the ban on flavored e-cigarettes, teenagers are turning to flavored nicotine pouches.
- They are being advertised to mislead teenagers telling them they are completely safe and “concern free.”
- ZYN are available in different flavors, similar to e-cigarettes.

## TRENDING ON SOCIAL MEDIA



- Influencers on TikTok are promoting ZYN to teenagers using different names for the drug.
- TikTok videos promoting ZYN have reached over 292 million views.
- “Zynfluencers” make videos and posts about the products on social media.