

Dear current and future Members of the European Parliament,

Our organization, A Non Smoking Generation is a member of the European Network for Smoking and Tobacco Prevention and we collectively wish to draw your attention to an alarming development regarding new nicotine products. Since 1979, A Non Smoking Generation has been working for a tobacco free generation in Sweden and in terms of new tobacco products, we have some important experiences to share.

The tobacco industry argues that snus is the main reason for the relatively low smoking prevalence in Sweden. In truth, this progress is thanks to the dissemination of knowledge, taxation and the extensive tobacco legislation including a marketing ban and smokefree environments.

In 2016, the Swedish tobacco industry launched the white snus, also known as nicotine pouches. **Since then, a whole generation of Swedish youth has been lured into a harmful nicotine addiction.** What is particularly troubling is the ease with which the industry circumvents existing tobacco legislation by calling these products tobacco free. Candy-like flavors, attractive designs, free samples and influencer marketing in social media has been an effective strategy from the tobacco industry. Additionally, the products often obtain a very high level of nicotine, and the low price is comparable to an ice cream.

A recent study in Sweden from 2023 shows that 6 out of 10 high school students used vape and every other student has used the nicotine pouches. While at the same time, the use of conventional cigarettes also increased, and as of today, 21 percent of the Swedish high school students smoke. **This clearly shows, that these products are not smoking cessation but rather a gateway to smoking.** It is also important to acknowledge that nicotine itself is a poison that increases the risk of both mental illness and fatal diseases such as stroke and cardiac arrest.

In 2021, the European Union introduced Europe's Beating Cancer Plan with the ambitious objective of cultivating a tobacco-free generation in Europe by 2040, striving for a tobacco usage rate of less than 5%. To realize this vision, the EU outlined policies targeting various facets of tobacco control, including taxation, cross-border sales, packaging regulations, flavor restrictions, and online marketing. However, the revision, adoption and execution of numerous tobacco control measures was not completed, and the update of the implementation roadmap did not provide information of the next steps.

According to WHO FCTC article 5.2, we are obliged to prevent nicotine addiction. Therefore, we call upon swift and strong actions and recommend all Members of the European Parliament to support and follow WHO's recommendations to protect youth from all forms of nicotine addiction. **We urge European decision-makers to regulate and tax all new nicotine products as tobacco, unless they can be classified as pharmaceuticals.** It's time to prioritize children's health over the tobacco industry's profits.

Thank you for your attention to this matter, and we look forward to constructive steps towards safeguarding the health of our younger generations.

Kindly notify us if you require further information or access additional material [here](#).

Sincerely,



Helen Stjerna
Secretary General
A Non Smoking Generation



Cornel Radu-Loghin
Secretary General
European Network for Smoking and Tobacco Prevention