The Food and Drug Administration recognizes a continuum of risks for nicotine products, with cigarettes being the most dangerous.\(^1\)

The FDA regulates safer nicotine products like e-cigarettes, nicotine pouches, snus, and heat-not-burn.

All new nicotine products must be evaluated by the FDA and found to be “appropriate for the protection of public health” for both users and non-users to be authorized for sale.\(^2\)

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