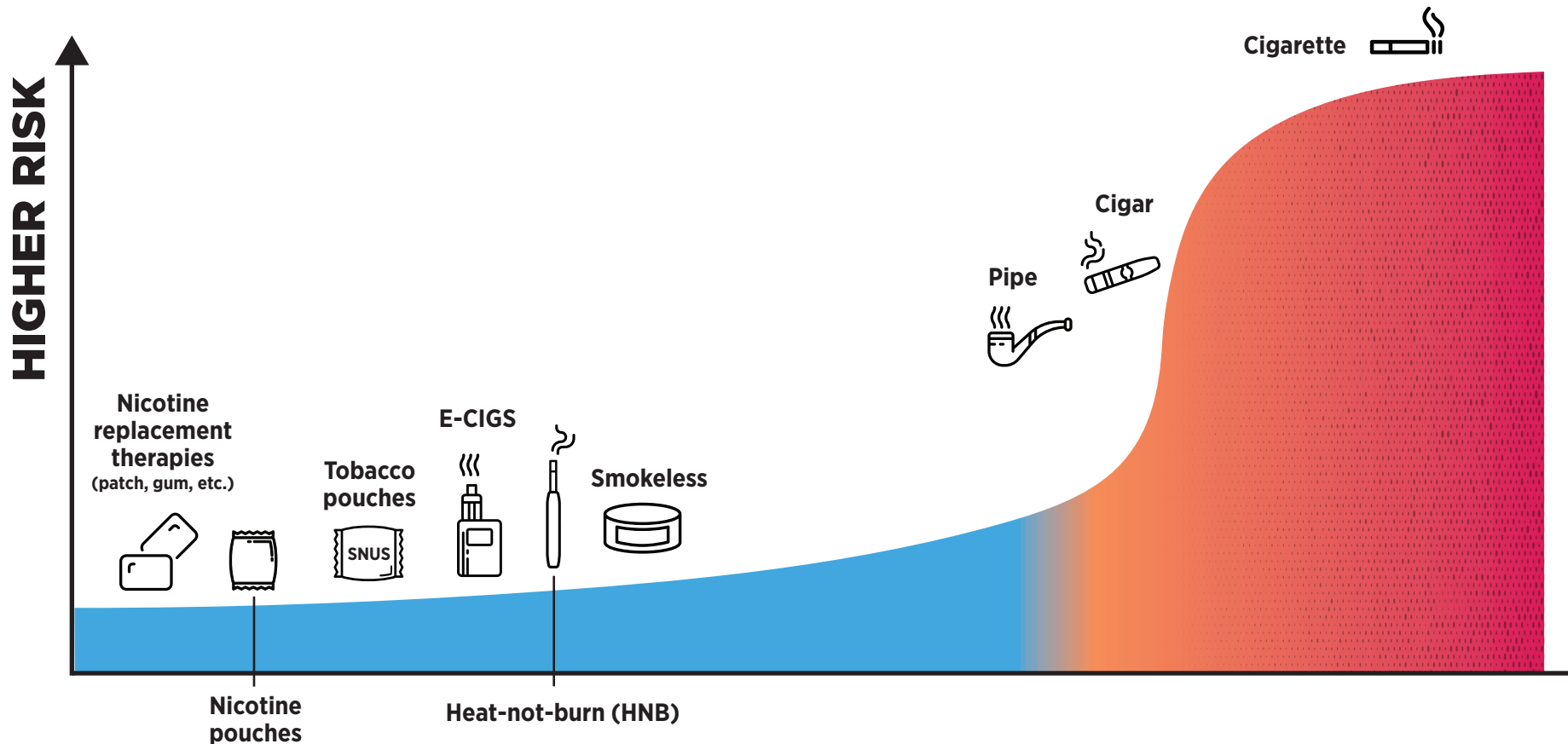


Continuum of Risk for Nicotine Products

- 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.²
- 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



1. Food and Drug Administration. "FDA announces comprehensive regulatory plan to shift trajectory of tobacco-related disease, death." July 27, 2017. <https://www.fda.gov/news-events/press-announcements/fda-announces-comprehensive-regulatory-plan-shift-trajectory-tobacco-related-disease-death>

2. Food and Drug Administration. "Premarket Tobacco Product Applications." March 17, 2022. <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/premarket-tobacco-product-applications>



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