

POUCHES COME WITH HYPE. AND HIDDEN HARMS.

WHAT YOUTH SHOULD KNOW



MYTH

It's not like I'm smoking or vaping, nicotine pouches are harmless.

FACT

Nicotine pouches aren't harmless - they contain nicotine, an addictive drug that can harm brain development, memory, and concentration.



MYTH

You can't get addicted to nicotine pouches.

FACT

Nicotine is addictive in every form, including pouches. Because the brain develops until about age 25, young people feel nicotine's effects more strongly, making it easier to get hooked and harder to quit.



MYTH

Athletes and influencers say that it helps them perform better.

FACT

Nicotine pouches don't make you faster or stronger, and they aren't study hacks. Nicotine is harmful - it raises your heart rate, affects your brain, and can lead to addiction.

Quitting Is the Best Thing You Can Do for Your Health
NO NICOTINE PRODUCT IS SAFE FOR YOUTH.

If you want to quit, support is available.

• Contact the **Smokers' Helpline** for free and anonymous support. Call toll-free:

1-877-513-5333 or visit smokershelpline.ca

• Email or call PEI's **free quit smoking program** at quitsmoking@ihis.org /902-368-4319

Take a
Breath
LIVE WELL PEI

