

POUCHES COME WITH HYPE. AND HIDDEN HARMS.

WHAT YOUTH
SHOULD KNOW



MYTH

Aren't they made by a wellness company?
They can't be that bad?

FACT

Nicotine pouches are not a wellness product - big tobacco uses trendy marketing to make nicotine look harmless, but the goal is profit and addiction, and these products aren't safe for youth.

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

