

# Review of: "Nicotine pouches- a research and regulatory policy agenda to maximise public health benefits and minimise harms"

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This article provides a useful overview of the issues raised by the potential use of nicotine pouches as a tobacco harm reduction product. It includes a useful summary of what we still need to know about the pharmacology of these products, their potential attractiveness to smokers and users of high risk oral tobacco products, and ways that we could regulate them to minimise their uptake among nonsmokers and youth. Recent experience with e-cigarettes suggests that concerns about youth uptake of tobacco pouches (especially those with attractive flavourings) within the tobacco control and public health communities may lead to regulatory policies that effectively block their introduction to tobacco markets in many high income and in some low and middle income countries.

The authors suggest some sensible approaches to their regulation that may allow cigarette smokers and consumers of other high risk tobacco products to use them for cessation or as a long term substitute while minimising uptake among non-nicotine users and youth.