

April 24, 2024 - #BOH/2024/04/08

**Whereas**, Health Canada approved Zonnic nicotine pouches as a smoking cessation aid under their Natural Health Products designation;

**Whereas**, nicotine pouch sales have no age restrictions and minimal advertising restrictions as they fall outside the scope of the federal Tobacco and Vaping Products Act;

**Whereas**, Imperial Tobacco, the makers of Zonnic, are using marketing tactics such as “Power Wall” displays in convenient stores, colorful packaging and fun flavors to attract youth;

**Whereas**, nicotine is highly addictive and can permanently impact the developing brain in youth and young adults;

**Whereas**, Zonnic is been sold throughout Ontario in various retail settings, and has been since October 2023.

**Therefore be it Resolved**, that until the federal regulatory gap is closed the Board of Health urges the Ontario government to take immediate steps to restrict youth access to these products by amending provincial regulation to require that nicotine pouches, like Zonnic, be only available for purchase at pharmacies and kept behind the counter;

**Further be it Resolved**, that that until the regulatory gap is closed the Board of Health urges the federal government to take immediate steps to restrict youth access to these products by:

- a) Suspending the sale of nicotine pouches, or reclassifying nicotine pouches (including flavored pouches) as a prescription product available only behind the counter at pharmacies; and,
- b) establishing a temporary moratorium of approval of any more nicotine pouch products, or any new category of nicotine products, under the Natural Health Product Regulations, unless the products are sold on a prescription basis; and

**Furthermore be it Resolved**, That the Board of Health provide correspondence of these resolutions to district municipalities, Ontario Boards of Health, Victor Fedeli, MPP (Nipissing), Graydon Smith, MPP (Parry Sound-Muskoka), John Vanthof, MPP (Timiskaming-Cochrane), the Honourable Doug Ford (Premier), the Honourable Sylvia Jones (Ontario Minister of Health), the Association of Local Public Health Agencies (ALPHA), Scott Aitchison, MP (Parry Sound – Muskoka), Anthony Rota, MP (Nipissing – Timiskaming), and the Honourable Mark Holland (Federal Minister of Health).