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SAFE Glen Cove Coalition: Breaking News for Parents- Big Tobacco's Unsafe Marketing Strategy

SAFE and Coalition Partner TAC in our effort to keep parents informed announce Big Tobacco's Dangerous Marketing Strategy-Zyn Nicotine Pouches Rewards Program.

In the midst of a dramatic increase in popularity, billowing sales, and social media hype, the flavored oral nicotine pouch brand Zyn is now enticing users with a rewards program that allows them to score freebies using points earned by purchasing their nicotine products.

Customers can scan Zyn cans to collect points, which can be exchanged for high-tech gifts such as Amazon gift cards, iPads, and Dyson AirWraps. Sadly, users may not realize that Zyn – which is owned by Big Tobacco- Philip Morris International – is employing the same strategy that tobacco companies have used to addict people for nearly a century.

Brand loyalty rewards programs for tobacco products date back to the 1930s, when Raleigh cigarettes included coupons in every pack that could be redeemed for items in a free catalogue. Today with all the high-tech digital users it's even easier. The user simply scans a code on Zyn cans to receive points and redeem them for popular items. Frighteningly via a new social media trend where Gen Z and Millennial users share their winnings on TikTok. Mentions of Zyn online have also been on the rise. Total mentions across the web – including on social media platforms like Reddit, TikTok, and X – increased by 80% between April and May alone, according to Truth Initiative internal data from 2024.

Zyn's rewards program is cause for concern with oral nicotine pouches growing in popularity – and containing increasing concentrations of nicotine. The highly sought-after prizes could influence customers to increase consumption for a chance to win – or entice new users to start using the product.

Oral nicotine pouches from brands like Zyn, Rouge, On!, and Velo have exploded in popularity nationwide, with sales increasing six-fold between 2019 and 2022. More recently, Philip Morris announced that shipments of Zyn nicotine pouches rose nearly 80% in the first quarter of 2024. Nicotine concentrations are climbing, too: sales of pouch products containing higher concentrations increased more rapidly than those with lower concentrations between 2019 and 2022.

Brand loyalty rewards programs have historically been a key tactic in tobacco advertising. Many of the biggest cigarette brands, including Newport, Marlboro, Virginia Slims, American Spirit, Kool, and others have operated rewards programs, in which customers exchange receipts for points that could be redeemed for gifts.

Camel Cash, for example, looked like \$1 bills and could be found in Camel cigarette packs starting in 1991. The coupons could be exchanged for branded items – turning users into walking tobacco advertisements. The 1998 Master Settlement Agreement currently prevents branded merchandise from being offered in reward programs, although Zyn has manufactured branded coolers, now off the market, and branded metal pouch cans. Even if unbranded, rewards still raise concerns – and could influence customers to start using or increase their usage of addictive products.

Keep aware, stay informed and avoid negative Live SAFE and work ardently to protect your youth through prevention education to avoid the negative consequence of nicotine addiction.

SAFE, Inc. is the only alcohol and substance abuse prevention, intervention, and education agency in the City of Glen Cove. The Coalition is concerned about all combustible and electronic products with marijuana and tobacco and youth consumption. The Agency is employing environmental strategies to educate and update the community regarding the negative consequences in collaboration with Carol Meschkow, Manager- Tobacco Action Coalition of Long Island. To learn more about the SAFE Glen Cove Coalition please follow www.facebook.com/safeglencovecoalition or to learn more about electronic products visit the Vaping Facts and Myths Page of SAFE's website to learn more about how vaping is detrimental to your health www.safeglencove.org.