

Rt Hon Matt Hancock MP
Secretary of State for Health
Department of Health and Social Care
39 Victoria Street
SW1H 0EU

3rd August 2020

Dear Secretary of State,

The New Nicotine Alliance is a not for profit charity which works to promote harm reduction policies to do with nicotine delivery. We contribute to the reduction of smoking-related illness, disability and premature deaths in the UK.

We have worked extensively as a stakeholder with public health professionals and policymakers to provide a consumer perspective of safe nicotine delivery. We have noted and supported the success of vaping devices moving 3.6 million people away from the damage caused by combustible cigarettes.

Recently a new product, non-tobacco nicotine pouches, has entered the market which can help reduce the prevalence of smoking in the UK. This is an oral nicotine product that contains no tobacco but does contain nicotine. As you know, it is the smoke in combustible cigarettes, not the nicotine, that causes harm.

We wrote to you about potential regulation of these products on 2nd February and you replied on 20th March under your reference DE-1203247. As you noted, nicotine pouches are currently regulated under General Product Safety Regulations and do not have their own regulatory framework. This means, amongst other things, it would be legal to sell them to minors.

So far, as you also noted, responsible manufacturers are already self-regulating in terms of marketing practices and age of sale, but recently we have come across a few unscrupulous sellers in the UK who are acting recklessly. We believe regulation needs to be put in place to ensure that nicotine pouches do not fall into the hands of young people while still allowing adult smokers access to these potentially beneficial products.

We would of course be pleased to meet with you or someone from your team at any point to discuss this subject further; we are concerned that irresponsible practice could become prevalent if a regulatory framework is not put in place.

We look forward to your reply.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'M.C.', with a flourish extending to the right.

Martin Cullip

Chair, New Nicotine Alliance
email: martin@nnalliance.org