



New Regulations for Nicotine Pouches in Australia

From **24th of July 2026**, nicotine pouches can no longer be legally bought or imported in Australia. These changes aim to help prevent more people from becoming dependent on nicotine.

What are Nicotine Pouches?

- Nicotine pouches are small, tobacco-free sachets that contain nicotine, sweeteners and flavours.
- They are placed between the lip and gum, where nicotine is absorbed quickly into the body.
- Nicotine pouches are often marketed as a discrete alternative to smoking or vaping.
- They are available in a variety of flavours and packaging that may appeal to young people.
- Nicotine pouches can be highly addictive. They can also cause mouth irritation and sores. We don't yet know their long-term health effects.

What's Changing?



Cannot be Sold

It is illegal to sell nicotine pouches in Australia, including online.



Cannot Be Prescribed or Supplied

Medical practitioners can no longer prescribe nicotine pouches, and pharmacies cannot supply them.



Cannot be imported

Nicotine pouches cannot be brought into Australia by travellers or importers, even with a prescription or traveller's exemption. Pouches found at the border will be confiscated and disposed of by the Australian Border Force.



Cannot be advertised

It is illegal to advertise nicotine pouches, including online and on social media.

Why is this Changing?

- Nicotine pouches have not been approved by the Therapeutic Goods Administration (TGA) and are not listed as a product on the Australian Register of Therapeutic Goods (ARTG).
- Unlawful sale, import and advertising of nicotine pouches has been increasing, including marketing through social media. This may increase the risk of nicotine dependence, particularly among young people.
- The changes follow consultation with health practitioners, health organisations, and tobacco control experts and respond to concerns about the health risks of nicotine pouches.

What is **not** Changing?

These changes do not affect approved nicotine replacement therapies, PBS-subsidised quit medicines or therapeutic vaping products.

Learn more about these changes here:

- About nicotine pouches – TGA
<https://www.tga.gov.au/products/unapproved-therapeutic-goods/nicotine-pouches#about-nicotine-pouches>
- New regulations strengthen controls on nicotine pouches – TGA
<https://www.tga.gov.au/news/media-releases/new-regulations-strengthen-controls-nicotine-pouches>

Did you know?

Popular nicotine pouch brands such as ZYN and VELO are owned by major tobacco companies.

ZYN is owned by Philip Morris International (PMI) and VELO by British American Tobacco (BAT).

Support Available

People who have been using nicotine pouches may need support to quit.

TIS teams can provide information and support, including connecting people to culturally safe cessation services such as Quitline, their local doctor, or Aboriginal Health Practitioner.



TACKLINGSMOKING.ORG.AU