

# Is 'Velo' prevalent in Pakistan?

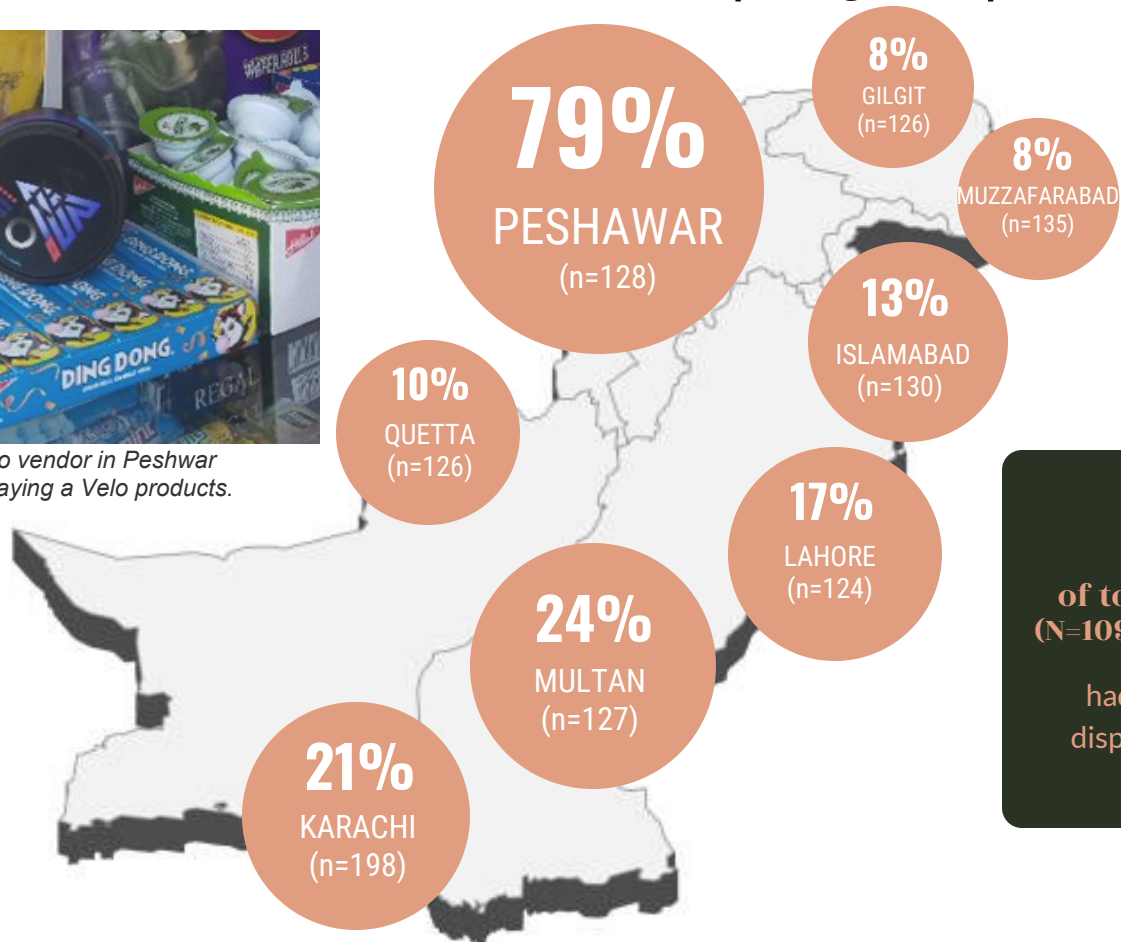


Oral nicotine pouches that include brands like 'Velo' are increasingly available for sale globally. These products have the potential to appeal to youth and young adults due to their wide array of flavors and their ability to be used discreetly. Below are the findings from a study conducted by the Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health to assess the prevalence of 'Velo' product and advertisement display at tobacco vendors across 8 cities in Pakistan.

## Prevalence of tobacco vendors displaying 'Velo' products



A tobacco vendor in Peshwar city displaying a Velo products.



**22%**  
of tobacco vendors  
(N=1094) across 8 cities

had 'Velo' products  
displayed at the store.



**13%**  
of tobacco vendors  
had advertisements for 'Velo' posted  
at the point-of-sale