

New product, same tricks: BAT manipulates levels of menthol, other flavor chemicals and nicotine in Velo to provide a range of oral nicotine pouches that can appeal to different consumers.

Flavor Chemicals in BAT Velo Nicotine Pouches Sold in Pakistan

Background

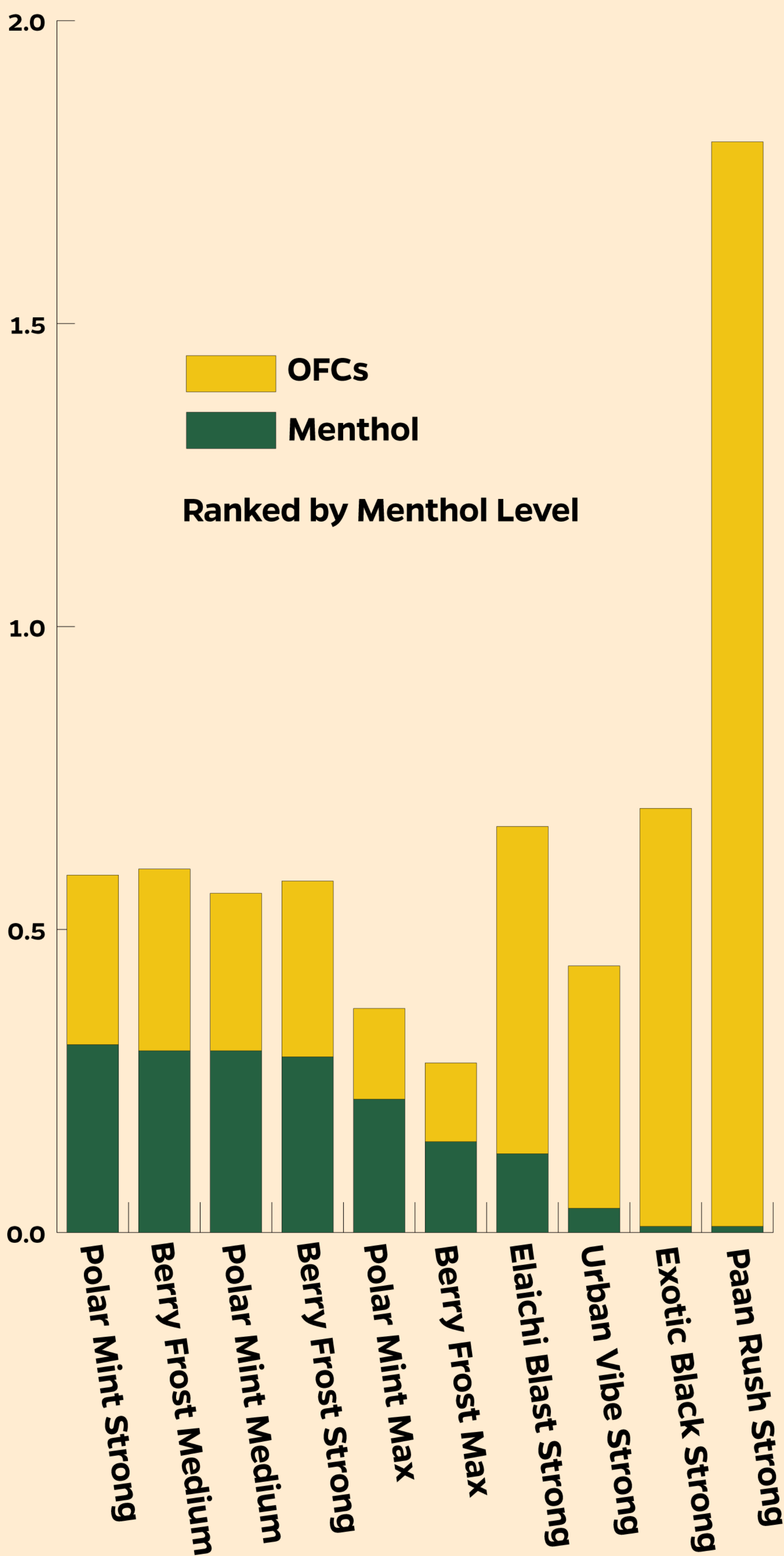
Sales of oral nicotine pouches are increasing globally, with Velo (BAT), On! (Altria) and Zyn (Swedish Match) among the popular brands. We assessed the presence of flavor chemicals in Velo products, which are sold by many tobacco vendors in Pakistan, a country with millions of people who use smokeless tobacco.

Methods

- Ten variants of Velo were purchased in Karachi in 2022 and shipped to the US for analysis
- Samples were assessed for 180 flavor chemicals as well as nicotine
- Chemical analyses gave the mg/pouch values for menthol, and a broad collection of other flavor chemicals (OFCs)



Pakistan Pouches



Results

- All 10 brand variants contained significant levels of flavor chemicals
- Brand variants with descriptors of “Mint,” “Frost” and “Blast” contained the highest levels of menthol
- The brand variants Strong Paan Rush, Exotic Black, Elaichi Blast and Urban Vibe exhibited the highest levels of OFCs
- The 2 brand variants with “max” descriptors contained the highest levels of nicotine, followed by the six variants with “strong” descriptors

Discussion

- This is the first independent assessment of a broad range of flavor chemicals in oral nicotine pouches
- BAT Velo oral nicotine pouches purchased in Pakistan contained varying levels of menthol, other flavor chemicals and nicotine
- Given that flavors increase product appeal, adolescent initiation and experimentation, and difficulty quitting, regulation of flavor chemicals in oral nicotine pouches should be considered in Pakistan

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Learn more about “Flavor Under Fire,” our comprehensive work on flavored tobacco products

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Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
NO	NO	NO
NO	NO	NO