Under 50% of U.S. adults using e-cigarettes had previously heard of **tobacco-free nicotine** (TFN), but most understood nicotine was present and tobacco was not.

Of those who had heard of TFN, 66% had knowingly used it.

**Synthetic Nicotine: Knowledge, Awareness, Use, and Perceptions of Relative Addictiveness and Harm Among People Who Use E-cigarettes**

**Background**

Synthetic nicotine is nicotine synthesized from chemicals in a lab, AKA tobacco-free nicotine (TFN). Tobacco-derived nicotine (TDN) is nicotine obtained from the tobacco plant. Little is known about consumer knowledge, awareness, use, and perceptions of addiction and harm for synthetic nicotine liquids.

**Methods**

- Cross-sectional web-based survey completed from Feb. to April 2023
- US adults (21+) who used an e-cig in the past 30 days (N=1163), with 92% being people who used e-cigs daily
- Participant identities were verified
- Participants submitted a valid photo of their most used e-cig
- "TFN" was the verbiage used in the questionnaire items
- We assessed knowledge of the presence of nicotine and tobacco and the source of nicotine in synthetic nicotine products, awareness, ever use, past 30-day use, and perceptions of relative addictiveness and harm of TFN and TDN
- Descriptive analyses were conducted

**Results**

- Overall, 87% (n=1,009) knew TFN contained nicotine, 89% (n=1,032) knew TFN did not contain tobacco, and 55% (n=636) knew it was created in a lab from chemicals
- About 44% (n=517) had previously heard of TFN
- Of those who had heard of TFN, 66% (n=341) had knowingly used it
- Among participants who knowingly used TFN, 83% (n=284) had knowingly used it in the past 30 days, with 48% (n=163) having knowingly used it everyday
- Further, 76% (n=879) and 61% (n=706) of participants perceived TFN and TDN as equally addictive and harmful, respectively

**Conclusions**

- The vast majority understood nicotine was present and tobacco was not. There was less understanding that TFN is created in a lab from chemicals
- Of those who previously heard of TFN, many reported knowingly using TFN products
- Most perceived TFN and TDN as equally addictive and harmful; however, we provided a TFN definition and 92% of the sample used e-cigs daily
- These findings are from our initial data exploration. We plan to examine reasons for first and continued use of synthetic nicotine products and explore unknowing synthetic nicotine use

This research was funded by NIDA and FDA Center for Tobacco Products (CTP) under Award Number U54DA036105. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH or the FDA.

Any of the authors have received funding (including consultancy) from any of the following sources in the past 5 years: NO NO NO

Competing Interests: Dr. Cohen is a paid consultant in litigation against a tobacco company.

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