

Our Ref: Safeguarding/PDE/Lfo

30th January 2025

Dear Parent/Guardian,

Re: Snus

We often receive updates and notifications from external sources raising our awareness of safeguarding concerns covering issues of children's safety online, offline, substance abuse, vaping and more. We've recently received information* regarding **Snus** which we think is important to share.

With the use of Snus being an alarming new trend among young people, following on from the rise in use of disposable vapes, we have prepared the attached information sheet for you, with an overview of what Snus is, dangers of use, legalities and how it's marketed.

We hope you find this notice useful and informative – If you have any concerns about your child's safety and require support/guidance please don't hesitate in contacting us.

Yours faithfully,



Mr P Dewes
Vice Principal
Designated Safeguarding Lead

* Source: tes magazine

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Safeguarding Notification

Snus - Information Sheet

What is Snus?

Pronounced 'snoose', Snus refers to a moist smokeless tobacco widely used in Scandinavian countries, where the pouch (or pinch) is placed between the lip and gum.

Modern Snus includes tobacco-free (note some forms include tobacco) nicotine pouches what deliver the same addictive substance without the traditional tobacco base. These pouches are discreet, odourless and often resemble chewing gum or mints; making them harder to spot than vapes.

Their appearance makes them appealing to young people looking to conceal use of nicotine during school hours, or at home.

Why is Snus dangerous?

Although the tobacco is absent in some snus products, the nicotine content can be alarmingly high.

Some pouches may contain double or even triple the amount of nicotine found in a pack of cigarettes. This raises the risk of dizziness, nausea, gum irritation, receding gums and young people are more likely to become addicted quickly.

Prolonged use of snus can lead to significant oral health issues, such as gum disease and tooth loss. For some children and young people, already vulnerable to peer pressure, the risk of addiction can spiral quickly.

Some studies of snus usage have shown negative consequences for the developing brain.

Is Snus legal in the UK?

It has been illegal to sell tobacco-based snus in the UK since 1992 *BUT* tobacco-free pouches (aka nicotine pouches) get around this regulatory loophole.

Tobacco-free snus is not subject to the same age restrictions as cigarettes or vapes, meaning they can be legally sold to minors.

Schools and parents/guardians should be vigilant as these products are easily accessible online and in high-street shops.

Marketing

Snus is currently being normalised among celebrities and athletes which, in turn, raises its profile among young people – particularly those following some high-profile footballers and TikTok influencers.

Snus products are marketed with bright, playful packaging with sweet, fruity flavours – similar to popular confectionery.

Useful links:

[Snus Facts - New Nicotine Alliance UK](#)

[Is Snus Legal in the UK \(The Northerner\)](#)