



Vaping & Nicotine Pouches: Understanding the New Landscape - Webinar Q&A

Updated 10/14/25

This document compiles responses to questions submitted before and during the September 26, 2025, webinar, *Vaping & Nicotine Pouches: Understanding the New Landscape*. Thank you to Dr. Nicole Porther, Chair of the Department of Health Professions at the Massachusetts College of Liberal Arts, and Heather Warner, MPH, Hampshire Franklin Tobacco-Free Community Partnership Coordinator at the Collaborative for Educational Services, for taking the time to address these questions!

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Q: Is CBD oil being found in these products?

Dr. Nicole Portner: To my knowledge and research, CBD oil is not currently found in E-cig products

Heather Warner: While CBD is not commonly found in manufactured e-cigarette products, there has been a surge in Hemp-derived THC products that are being sold in vape shops and sometimes convenience stores. These products became more prevalent with the introduction of the Hemp Farm Bill in 2018.

According to an article by Troutman Pepper Locke, a collective of attorneys: “The 2018 Farm Bill aimed to legalize the cultivation, manufacture, and distribution of industrial hemp products by carving “hemp” out of the definition of “marijuana” under the federal Controlled Substances Act. Congress did so by defining hemp as any part of the cannabis plant which contains less than 0.3% delta-9 THC on a dry weight basis. At the time, delta-9 THC was the most well-known psychoactive compound of the cannabis plant.

Shortly thereafter, innovative market actors developed methods to exploit less well-known cannabinoids that also have psychoactive effects — such as delta-8 and delta-10 THC — and create intoxicating products that technically fall below the delta-9 THC threshold. This has allowed manufacturers and retailers to develop and sell these products without regulatory oversight, all while claiming that they are federally legal.

The Food and Drug Administration maintains that it cannot regulate intoxicating cannabinoids under its existing legal authority and has urged Congress to act. While some attempts have been made to address the Farm Bill’s loophole through legislation, those efforts have, so far, been unsuccessful.” (Jean E. Smith-Gonnell and Cole White. [Closing the Loophole: Updates on Federal and State Attempts to Regulate Intoxicating Hemp-Derived Products](#). Troutman Pepper Locke. July 18, 2025)

Q: Are any of the conditions caused by vaping reversible?

Dr. Nicole Portner: Some respiratory conditions are, others are not, specifically ‘popcorn’ lung due to the extensive scarring and damage to lung tissue. Acid reflux can be managed and may be reversible in some individuals, provided there are no other underlying conditions.

Q: How much do these products cost and how are young people getting them?

Dr. Nicole Portner: Some young people get these items from older siblings and friends, even parents. We are still battling misinformation regarding the safety of these products, particularly as adults who used traditional cigarettes use e-cigarettes, etc., as a cessation tool.

Heather Warner: While the most common way young people get vape products is from friends who sell or share them, young people are also able to access vape products by directly purchasing them in stores (when ID is not checked) or online due to a lack of adequate oversight to prohibit sales to minors.

For this reason, a teen in Natick, MA and her local representative David Paul Linsky filed a bill in February 2025 (House Bill 2482) to prohibit internet tobacco sales.

Q: How transferable is what we will be learning today to vaping cannabis products?

Dr. Nicole Portner: They are in terms of psychological behaviors and social normalizing cues in youth starting and continuing use of the product. The legalization of cannabis confers the notion that it is safe (yet we can point at alcohol and acetaminophen as safe, but they can be problematic in certain doses, and of course, the developing and/or health-compromised body. A major challenge also with cannabis is that it is used to alleviate certain medical conditions and young people conflate this as safe and/or age-appropriate.

Heather Warner: Vaping nicotine introduces young people to the delivery method for vaping cannabis, making it a smaller leap to using cannabis for the first time. The tobacco industry has been investing heavily into vaping technologies for cannabis. In countries that have legalized nationally, the tobacco industry has also invested directly into the cannabis production and sales markets. This is expected to be the case if/when the US legalizes cannabis nationally, enabling banking to occur more legitimately for these markets. The playbook for cannabis is the same as that for tobacco—attract youth with products that are cheap, sweet, and easy to get because early initiation creates lifelong users. (Javier Hasse. [World's Largest Tobacco Company Continues Silent Entry Into Cannabis: Is Philip Morris A Medical Marijuana Supporter?](#). Jan 19, 2025.)

How frequently is nicotine poisoning seen in the 0-5 year-old group? Are nicotine pouches the most serious risk factor?

Dr. Nicole Portner: Here is a great source that I used in prepping for one of my courses - [Nicotine Ingestions Among Young Children: 2010–2023](#)

Q: Are Teens & Young Adults using nicotine gum recreationally as opposed to using it to wean towards abstaining from nicotine use?

Heather Warner: I have not heard about teens using nicotine gum recreationally; however, the use of nicotine pouches, like Zyn, among young people is on the rise. Nicotine pouches can contain high levels of nicotine and are not approved as a cessation device. Like vaping, these products are more likely to create dependence among youth vs serving as a cessation resource.

Q: How can all these local stores sell vape products without licenses? Is there any way to report the stores that are selling to our youth?

Heather Warner: While some stores are careful to check ID and are compliant with tobacco regulations, there are some stores that are drawn in by profits to sell flavored and illegal nicotine products from under the counter, or from a back room, or even under the liner of a trash can. There is a regulatory loophole that lets retailers “store” nicotine products on site if they intend to sell them through an online business. Many Boards of Health are changing their regulation to close this loophole. PLEASE contact your Board of Health Director if you suspect products are being sold illegally or to underage youth. The Board of Health can coordinate a check to make sure they are complying with local, state, and federal laws.

Q: Review any evidence about flavored products and youth

Heather Warner:

1. Truth Initiative: Research on [Flavored tobacco use among youth and young adults](#) Jan 2021.
2. [Use of Menthol-Flavored Tobacco Products Among US Middle and High School Students: National Youth Tobacco Survey, 2022](#). Published by CDC ORIGINAL RESEARCH – Volume 21 – May 30, 2024.

Q: Do you have information for elementary school children/families we could share?

Heather Warner: Talk with young people early and often. See [SPIFFY's Talk, Listen, Repeat](#) website for Caregiver tips and interviews with local parents/caregivers about how they talk with their children.

Q: Policy recommendations for local and state?

Heather Warner: Locally, make sure your Board of Health has updated regulations that close the loophole for storing nicotine products for online sale at the retail establishment (see above). Local boards of health can also regulate where oral nicotine pouches are sold and/or the potency of these products. Boards of Health can also pass Nicotine Free Generation laws that increase the age to sell/buy nicotine by 1 year every year. This slowly phases out all nicotine sales to young people in the next generations. Over 17 communities in MA have adopted Nicotine Free Generation, including Belchertown and Pelham. More local communities are expected to follow. TO HELP, find out about the public hearing in your town and show up to support the regulation. Feel free to email Heather Warner if you'd like more information on local policies: hwarnar@collaborative.org.

Q: I've been hearing for years that ~80% of smokers start before the age of 18. I've been looking all over for that data resource. Can you help? Note: I've seen it cited by the FDA; I went to their site and could not find the citation/source. Thank you

Heather Warner: I will check in with the epidemiologists at the Massachusetts Tobacco Cessation Programs (MTCP).

A quick search yielded this CDC article: [Onset of Regular Smoking Before Age 21 and Subsequent Nicotine Dependence and Cessation Behavior Among US Adult Smokers](#)

Association between age at onset of regular smoking and outcomes

“The adjusted odds of high nicotine dependence (vs combined medium and low nicotine dependence) were greater among those who started smoking regularly under age 18 than those who started at age 21 or older (adjusted odds ratio [AOR], 2.15; 95% CI, 1.92–2.39) (Table 2). Onset of regular smoking at age 18 to 20 also was associated with higher nicotine dependence in adulthood than at age 21 or older (AOR, 1.25; 95% CI, 1.11–1.41).

Those who started smoking regularly before age 18 had smaller adjusted odds of quit attempt (AOR, 0.75; 95% CI, 0.69–0.81) and intention to quit (AOR, 0.66; 95% CI, 0.60–0.72) than those who started smoking at age 21 or older. Starting regular smoking at age 18 to 20 also was associated with smaller odds of quit attempt (AOR, 0.83; 95% CI, 0.75–0.90) and intention to quit (AOR, 0.73; 95% CI, 0.66–0.81) than starting at age 21 or older.”

Q. Is there any data regarding Hampden County

PHIWM: We do not have data for Hampden County as a whole; however, we do have data for some communities in Hampden County: <https://www.publichealthwm.org/report/vaping-and-tobacco-use-among-youth-in-hampden-county>