



## **“20ISPLENTY” CAMPAIGN WELCOMES MINISTERIAL COMMITMENT TO REGULATE NICOTINE POUCHES**

The [20ISPLENTY](#) campaign has welcomed a major admission from the Department of Health that the failure to cap nicotine strength for pouches within the Tobacco and Vape Bill is a regulatory gap to be addressed.

In a written question to parliament, Mary Glendon MP challenged the Secretary of State on the merits of setting limits to 20mgs – a move designed to increase safety and tackle black market products.

Responding on behalf of the Government, Sharon Hodgson MP, Minister for Care, confirmed that “unlike vapes, there are no legally established nicotine limits for pouches, with strengths ranging from two milligram to 50 milligram or more per pouch”.

She added: “The Tobacco and Vapes Bill includes powers to regulate the packaging, flavours, and product standards of all vapes and nicotine products, including nicotine pouches. We ran a call for evidence on nicotine limits, amongst other tobacco and vaping issues, at the end of last year. We plan to consult on future regulatory plans in due course.”

### **Why 20mg Matters**

The [20isPlenty](#) campaign – backed by multiple harm reduction campaigners – argues that a 20mg cap is the “Goldilocks” level. This means strong enough to help heavy smokers quit, but low enough to deter “extreme” use and protect youth.

### **Richard Crosby UK Director of Considerate Pouchers, said:**

“We are pleased the Minister recognises the Wild West nature of the current market. Super-strength pouches are reckless and have no place in a responsible harm-reduction strategy. By capping strength at 20mg, the Government can mirror existing vape regulations and ensure these products remain a tool for smokers, not a trend for children.”

### **The Swedish Model Success**

The 20isPlenty campaign points to Sweden as the global benchmark for success. By making safer nicotine alternatives like pouches widely available, Sweden has achieved:

- [The lowest smoking rates in Europe](#) (achieved 5% 'smoke-free' target).
- [The lowest lung cancer and oral cancer rates](#) in the EU.

The Tobacco and Vapes Bill officially passed through both the House of Commons and the House of Lords on Tuesday (APRIL 21). It is currently awaiting Royal Assent, and is expected to be an Act of Parliament within two weeks.

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**Notes to Editors:**

- The [20isPlenty](#) campaign is backed by some of the largest UK consumer advocacy groups, who wish to see an end to the tens of thousands of British citizens who die prematurely each year from smoking.
- These include, [We Vape](#), [Considerate Pouchers](#), [The Snus & Nicotine Pouch Users Alliance](#), as well as online publications [Ecigclick](#) and [Planet of the Vapes](#).

**Contact:**

richard@oismedia.group