

Parent Information about Snus

What should you know as a parent?

I have written to you about snus before, but it seems that many parents still do not fully understand what snus is and the risks associated with it.

Since the new legislation about disposable vapes has come in and awareness has grown about the presence of Spice and Ketamine in vape liquids sold to children in Lancashire ([25% of vapes confiscated in Lancashire contained Spice](#)) young people are turning to snus as an alternative type of high.

Snus is aggressively marketed to young people like sweets.

Take a look at the images below to see examples of how they are packaged for young people.



What are the risks?

Although they are marketed as nicotine pouches, the pouches sold are unregulated. We have seen students dramatically affected after using snus. We have had students who have thrown up, reacted with painful burning sensations in the mouth or presented as glassy-eyed and vacant as though high.



The physical effects of this new generation of snus pouches are largely unknown. They certainly contain differing levels of alkali to increase the rate of absorption. Alkali can cause severe skin burns, it dissolves proteins in the skin and ultimately causes necrosis.



[Read more about the effects of snus on young people on the BBC...](#)

What should you look for?



The pouches themselves are very small. They can even be kept in the pages of an exercise book, so they can be hidden very easily in pockets or inside other items. You may not even realise that a packet of snus is anything other than a box of sweets.

The manufacturers are clear about the intended effect upon the users though as the logo for this particular brand shows:



You can read more about the way that young people are being targeted by manufacturers here:

[BBC: Snus marketed to young people as flavoured sweets.](#)

*If you are concerned that your child is using snus or vaping, we can provide support in school through different partner agencies that we work with.
Please contact your child's Head of House.*

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Excellent School

