



Complete Switching, Cigarette Smoking, and Smokeless Tobacco Use Over Time

6-Month Results from the Longitudinal Nicotine Pouch Survey (LNPS)

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The LNPS was sponsored by Haypp Group. RAI Services Company licensed the data for regulatory use.

A.D. Johnson is a full-time employee of RAI Services Company

Velo PLUS

Velo PLUS is a Reynolds Nicotine Pouch brand that was released in 2025.

Knowing who is using Velo PLUS and how use of the product impacts key tobacco harm reduction outcomes is important for regulatory purposes.



Velo PLUS in the Longitudinal Nicotine Pouch Survey (LNPS)

The objective of this analysis is to examine switching away from and reduction of cigarette smoking and smokeless tobacco use among current Velo PLUS users who report current established cigarette smoking or current established smokeless tobacco use at Baseline.



Longitudinal Nicotine Pouch Survey (LNPS) Overview

RAI Services Company collaborated with **Haypp Group**, an online retailer of nicotine pouches, to launch a **prospective, observational, online-based survey**. Approximately **85% of online nicotine pouch sales in the US outside of brand websites are through Haypp**.

Participants recruited online and enrolled into the study if they:

- are aged 21 to 65 years
- are able to read English well or very well
- live in a jurisdiction of the US in which the Study Sponsor operates
- expect to have access to an email account for the next 12 months
- are customers of either www.nicokick.com or www.northerner.com
- sign informed consent form agreeing to be enrolled into the study
- report nicotine pouch initiation no more than 6 months prior to the screener

Routine quality checks on data collection tools, procedures, data quality, and participant compliance were conducted before and during data collection.

Longitudinal Nicotine Pouch Survey (LNPS) Overview

Active customers were transactionally validated.

70 DAYS

At least one nicotine pouch
purchase

30 DAYS

A self-reported Reynolds
brand nicotine pouch
purchase

Longitudinal Nicotine Pouch Survey (LNPS) Overview

Participants using Velo PLUS, Velo Pouch, and/or Grizzly products are **surveyed longitudinally** at one, two, three, six, and 12 months after the initial Baseline survey.

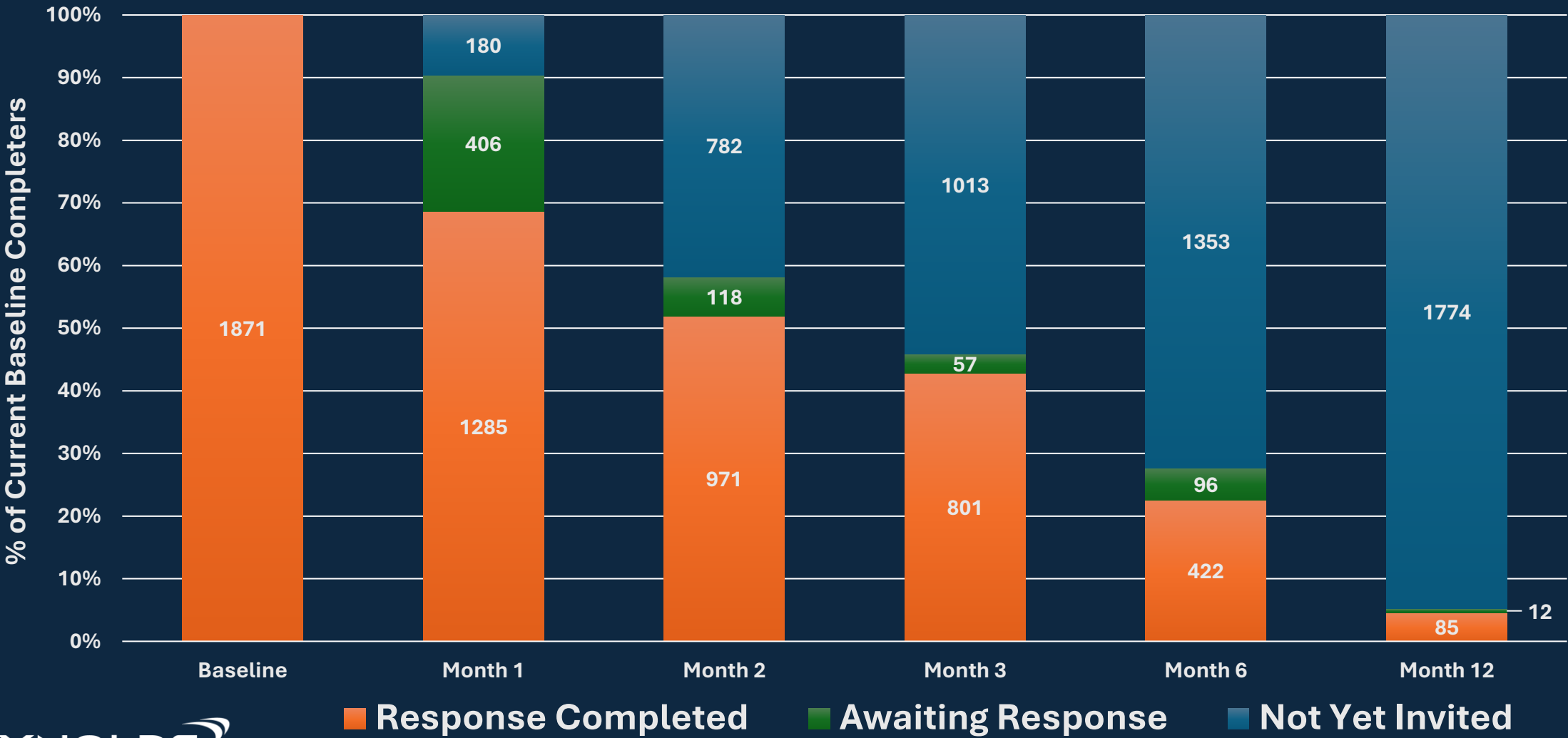
The **study is ongoing** and **rolling recruitment is expected to end by approximately 2028.**

Data pulled August 31, 2026

- Data collection timeline: July 7, 2025 – August 26, 2026

**As of August 31, 2026, there are
1,871 Baseline participants**

LNPS Study Respondent Progress (N = 1,871)



LNPS Population (N = 1,871)

1,871

**Nicotine Pouch Verified Purchasers who Self-Reported a
Reynolds Nicotine Pouch Purchase in the Past 30 Days**

820

Reported Current Velo PLUS Usage in the Past 30 Days at Baseline

225

**Completed Baseline, Month 1, Month 2, Month 3,
and Month 6 Assessments**

Analytic Sample (N=225)

**Current Established
Cigarette Smokers**

N = 76

**Current Established
Smokeless Tobacco Users**

N = 90

**Current Established
Cigarette Smokers
AND Current Established
Smokeless Tobacco Users**

N = 59

Outcome Measures

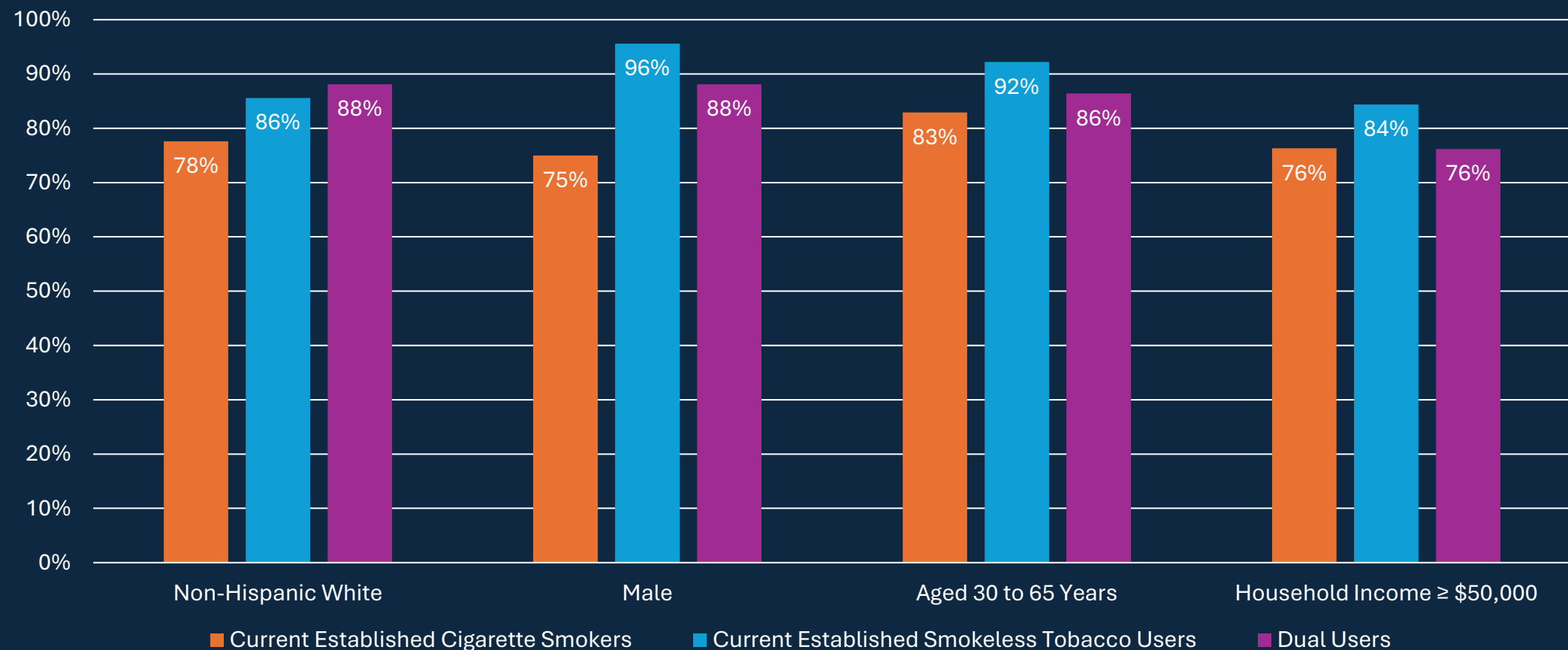
Cigarettes per Day (CPD): mean number of cigarettes smoked per day in the past 30 days at each wave

Smokeless Tobacco Uses per Day (UPD): mean number of ST uses per day in the past 30 days at each wave

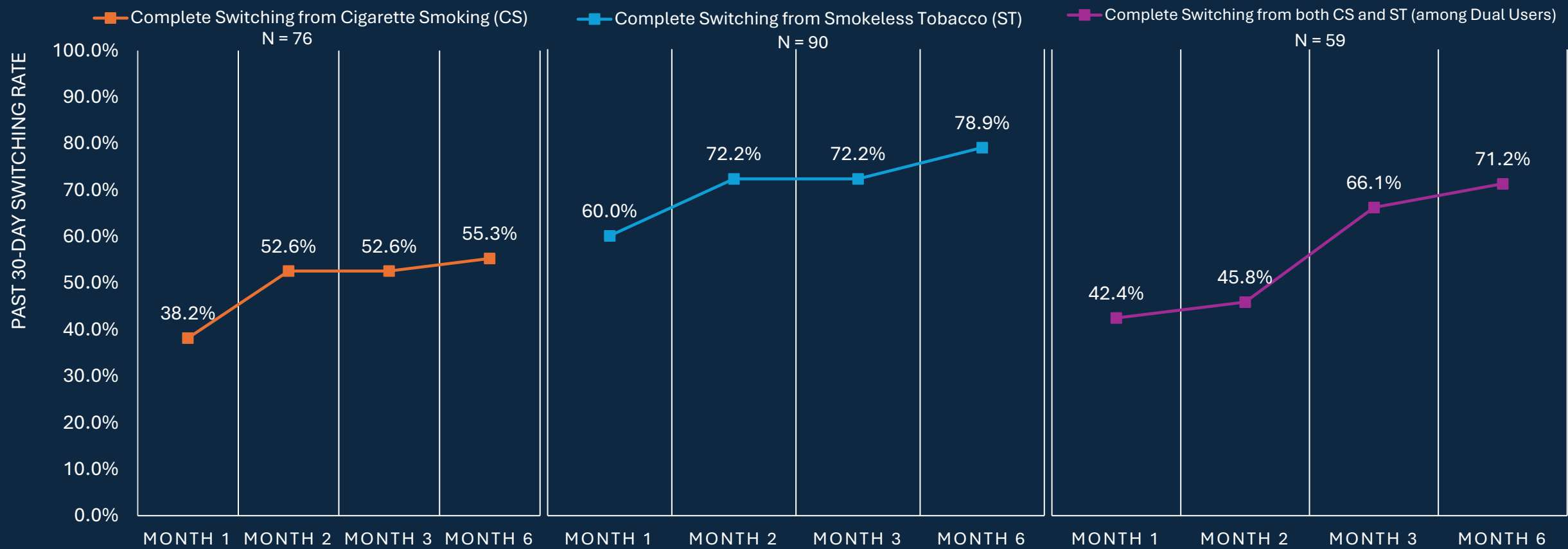
Complete Switching: Percent of Velo PLUS users reporting no past 30-day cigarette smoking and/or smokeless tobacco use at follow-up(s)

Baseline Demographics and Longitudinal Results from Baseline to Month 6

Demographic profile of Velo PLUS users in the analytic sample (N = 225)

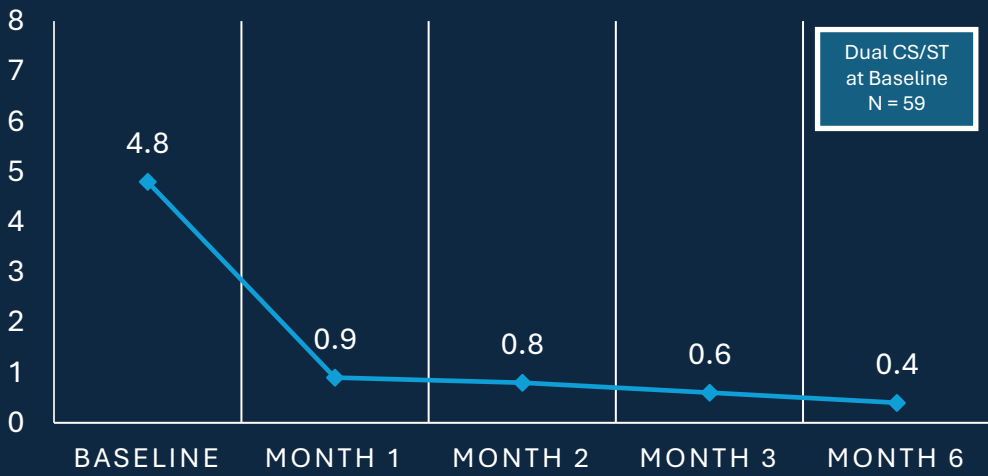
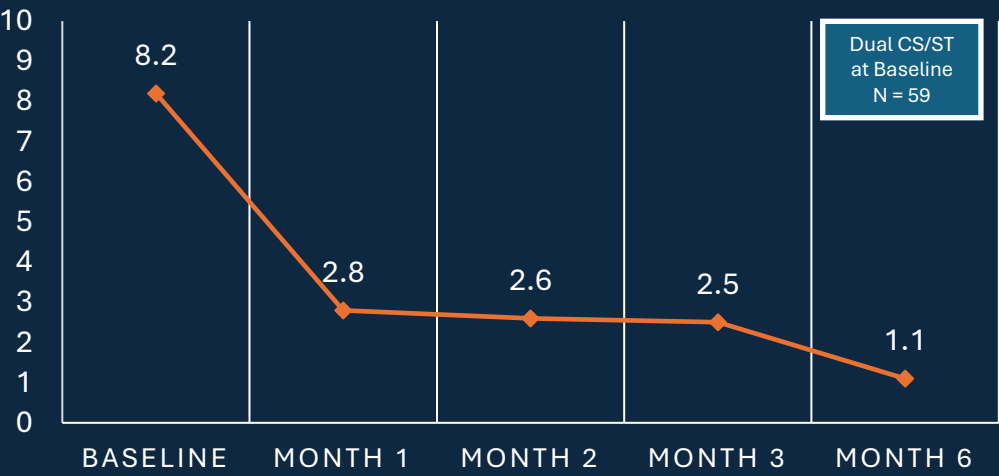
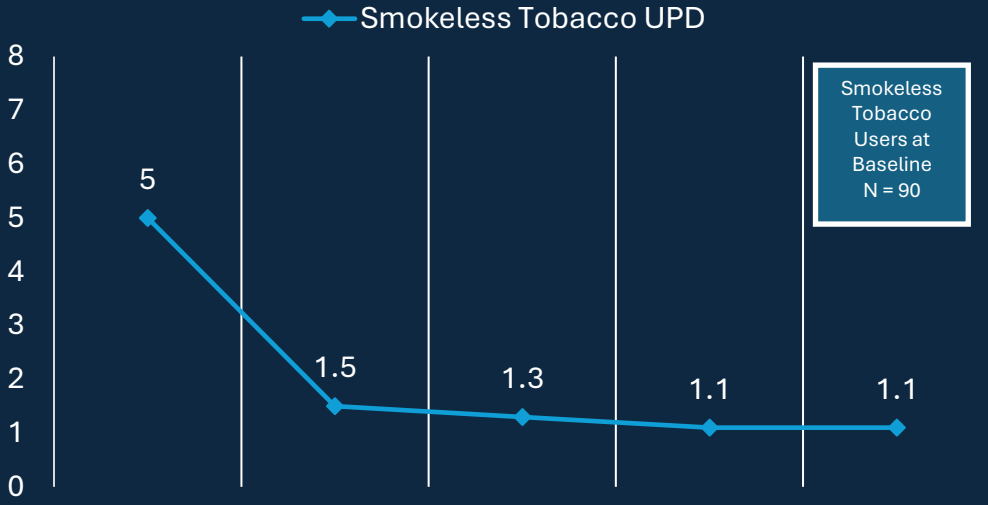
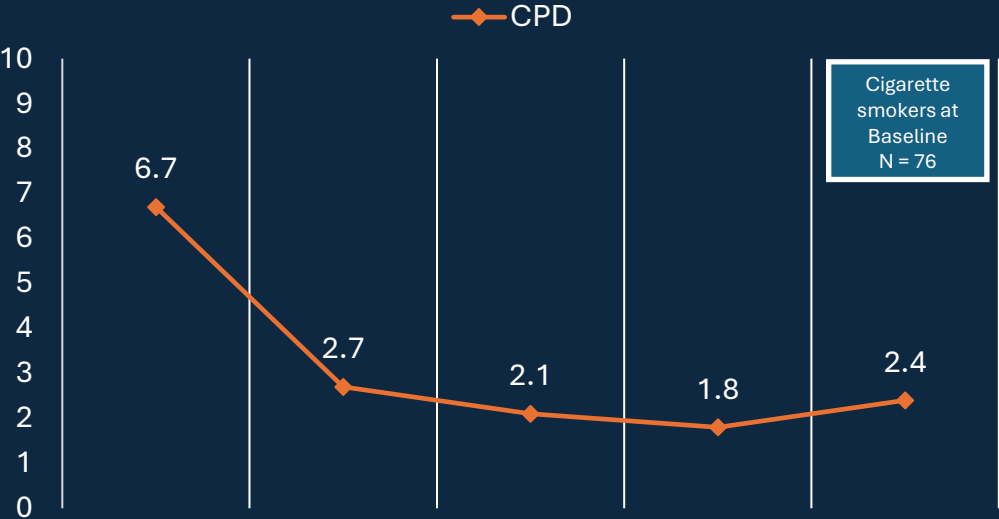


Complete Switching from Smokeless Tobacco Use and Cigarette Smoking



Substantial Complete Switching rates by Month 1 with further increases by Month 6

Cigarettes Per Day (CPD) and Smokeless Tobacco Uses Per Day (UPD)



Overall decline in CPD and Smokeless Tobacco UPD by Month 6

Conclusion

These interim findings through Month 6 suggest substantial switching away from cigarette smoking and smokeless tobacco use among Velo PLUS users:

- **55.3% reported complete switching away from cigarette smoking**
- **78.9% reported complete switching away from smokeless tobacco use**
- **71.2% reported complete switching away from both cigarette smoking and smokeless tobacco use**
- Among those smoking cigarettes
 - CPD reduced by 4 cigarettes (64% reduction)
- Among those using smokeless tobacco
 - Smokeless tobacco UPD reduced by 4 UPD (78% reduction)
- Among those smoking cigarettes and using smokeless tobacco
 - CPD reduced by 7 CPD (87% reduction)
 - Smokeless uses per day reduced by 4 UPD (92% reduction)

Additional follow-up is scheduled to assess whether these outcomes are maintained through 12 months.

Interpretation Considerations

Participants were recruited from a large online nicotine pouch retailer and may not be representative of all nicotine pouch users.

Tobacco use outcomes were self-reported.

As with most longitudinal studies, participant attrition may influence observed estimates over time.

Findings reflect interim 6-Month results from an ongoing study.

Acknowledgements



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