

9th Summit Tobacco Harm Reduction

Novel products, Research & Policy

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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.

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Velo PLUS in the Longitudinal Nicotine Pouch Survey (LNPS)

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



RAI Services Company collaborated with **Haypp Group**, an online retailer of nicotine pouches, to launch a **prospective, observational, online-based survey**.

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.

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.

Outcomes 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)

LNPS Population and Analytic Sample

Data pulled August 31, 2026

- Data collection timeline: July 7, 2025 – August 26, 2026
- As of August 31, 2026, there are 1,871 participants that completed baseline

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

N = 225

**Current Established
Cigarette Smokers**

N = 76

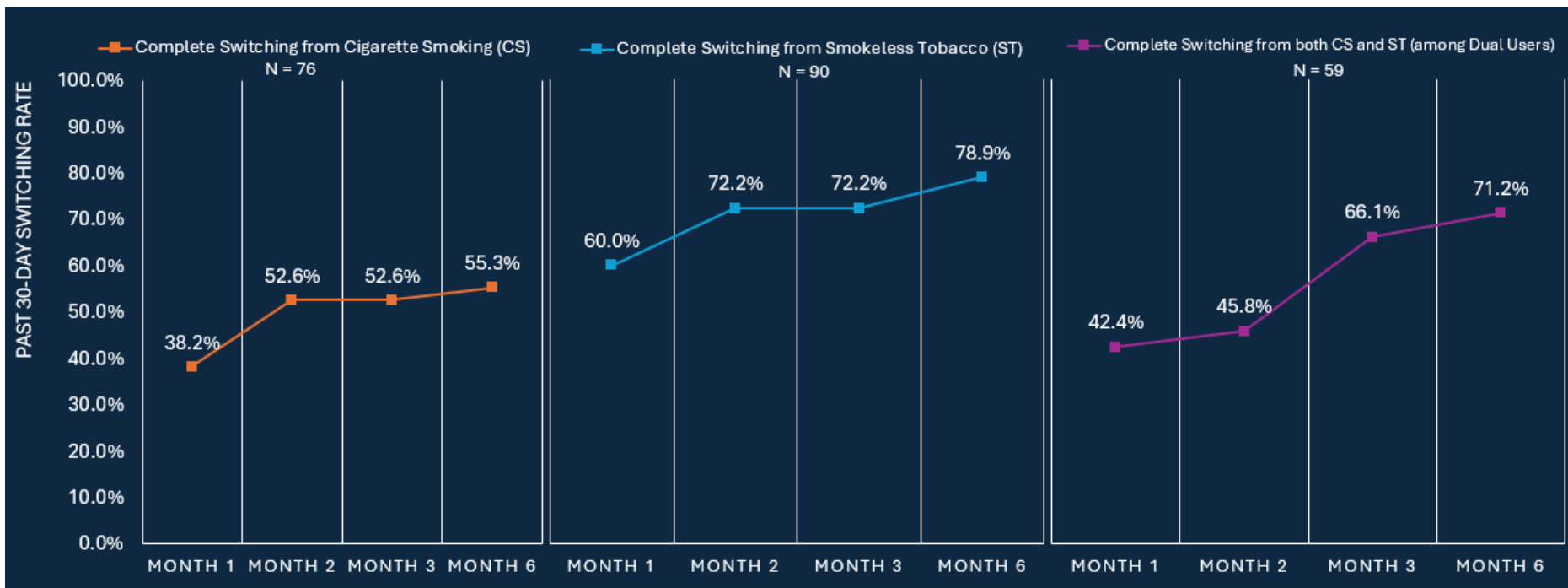
**Current Established
Smokeless Tobacco Users**

N = 90

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

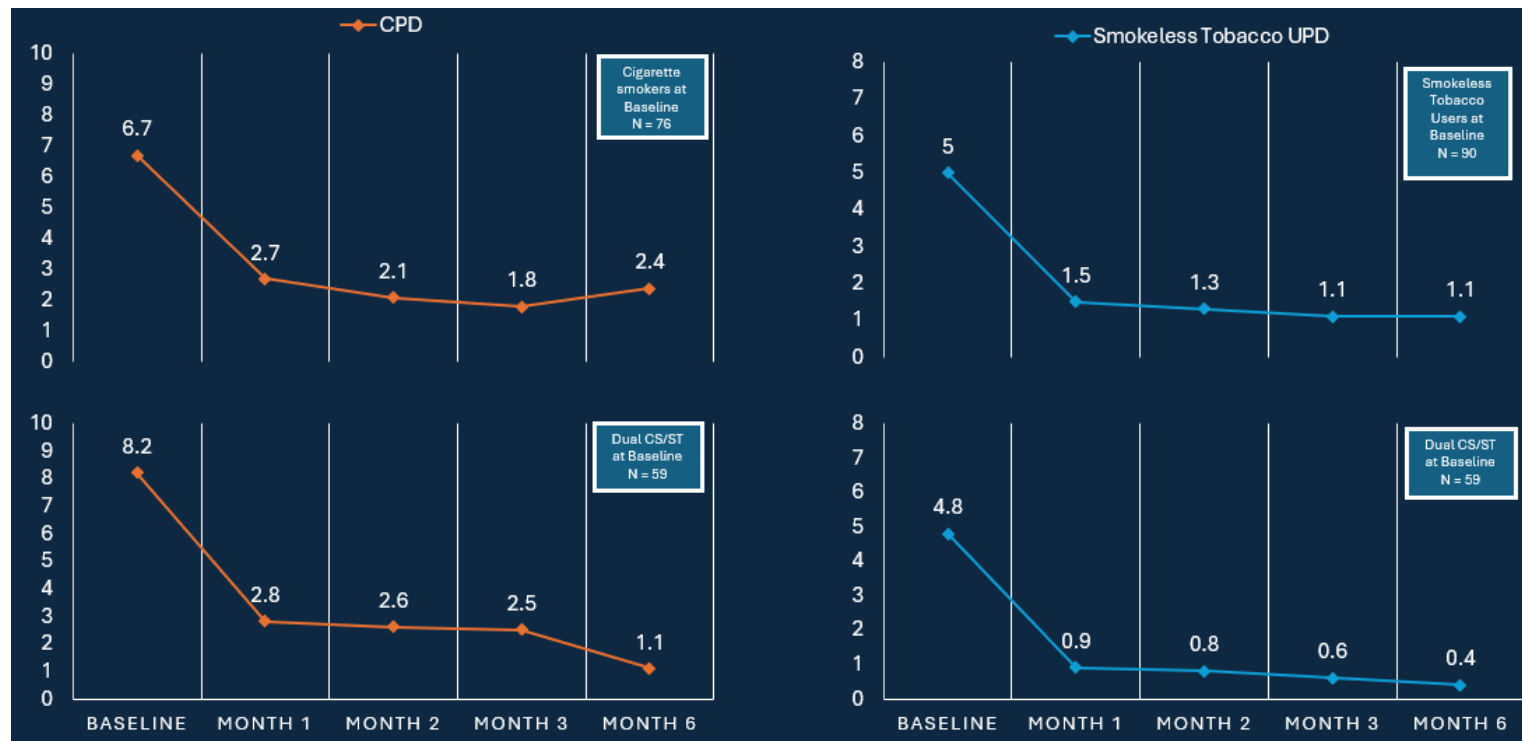
N = 59

Complete Switching from Cigarette Smoking and Smokeless Tobacco Use



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
- CPD reductions of up to **7 cigarettes** (87% reduction)
- Smokeless tobacco UPD reductions of up to **4 uses** (92% reduction)

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

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