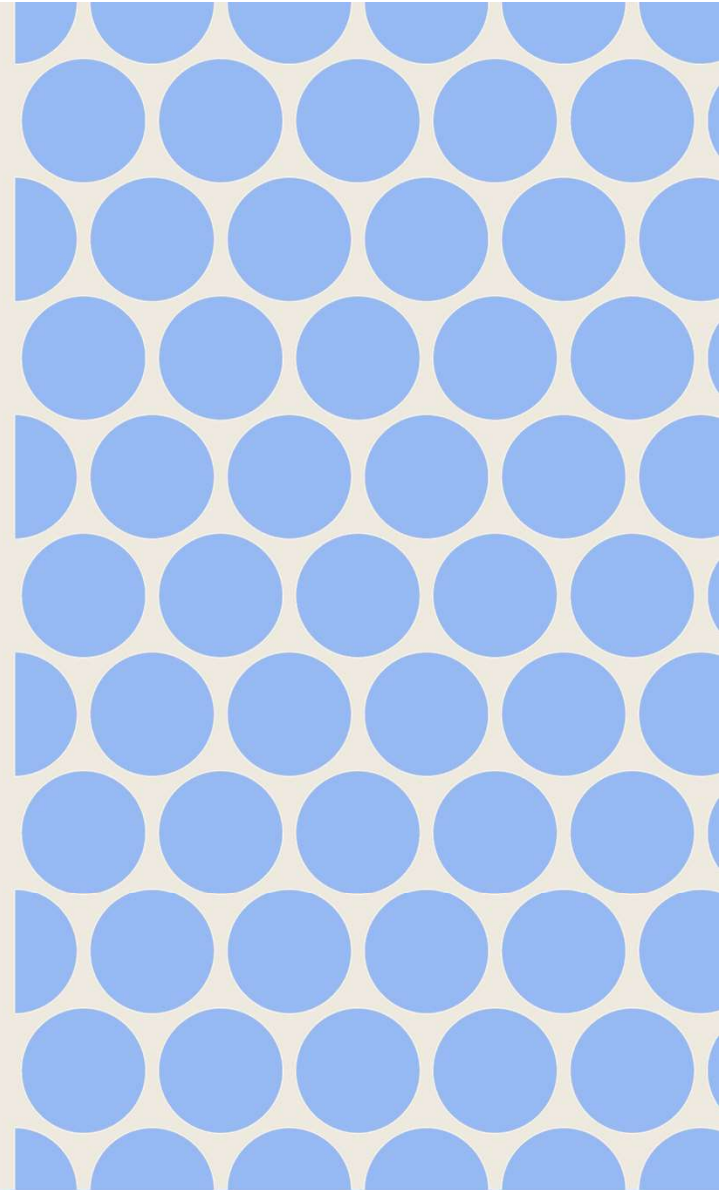


Building a Healthier Future: Finland's Youth Focused Tobacco and Nicotine Policies

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Why Youth-Focused Policies Matter

- Children and adolescents are uniquely exposed to **commercial determinants** of nicotine use, especially via digital environments and cross-border online promotion.
- A youth-first policy lens helps **prevent initiation** before dependence takes hold and keeps pace with **new products and channels**.
- Finland's approach combines **comprehensive regulation** with **school and community action** to make protections real in everyday settings.





What to look forward to...

- The Aim of the Tobacco Act
- Scope of application
- Regulation on tobacco products, e-cigarette products and on tobacco substitutes
- New regulation on nicotine pouches
- Working group's proposals
- Building resilience in Schools and Communities
- Youth as a priority
- Key Takeaways

The Aim of the Tobacco Act

2010: To end the use of tobacco products

(by 2040)

2016: to end the use of tobacco- and other nicotine containing products (by 2030)

⇒ Less than 5% of the Finnish adult population use tobacco or other nicotine-containing products in 2030



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Scope of application of the Tobacco Act

1. Tobacco products
2. Smoking accessories
3. E-cigarettes
 - a) Devices
 - b) Liquids
4. Tobacco substitutes (or surrogates)
5. Herbal products for smoking
6. Smokeless nicotine products ~ nicotine pouches
7. Tobacco imitations (e.g. chocolate cigarettes)

**Regulation is the tightest
for products containing
tobacco or nicotine!**

Regulation on tobacco and nicotine-containing products (not exhaustive)



- Age limits (18 years)
 - ✓ Ban on possession
- Prohibition of:
 - ✓ Marketing
 - ✓ Displaying
 - ✓ Distance sales (crossborder+domestic)
 - ✓ Characterising flavors
- Retail sale license
 - ⇒ licence fee, supervision charge
- Product notifications
- Prohibited additives and properties
- No smoking areas = No e-cigarette use areas
- Plain packaging

The Goal of the Tobacco Act



Equal treatment of Tobacco and other nicotine-containing products

Tobacco Tax Act

- Taxation on tobacco products, e-cigarette liquids and smokeless nicotine products (nicotine pouches)

Regulation on Tobacco Substitutes (TSs)

NOTE! The lists below are not exhaustive.



- Definition: A product which corresponds to tobacco in its intended use but does not contain tobacco
- **New and emerging products often fulfill the definition of tobacco substitute**
- How are TSs regulated?
 - The marketing ban as comprehensive as for tobacco products
 - The display ban as comprehensive as for tobacco products
 - Age limit of 18
 - **Ban on possession**

BUT

There are NO

- restrictions on the sale (e.g. a licence, ban on distance sales)
- restrictions on the additives and properties
- health warnings on the packaging
- requirements for the packaging
- restrictions on the passenger import

Good to keep in mind: the TSs may also fulfill another definition in the Tobacco Act and be covered by other regulation as well

Regulation on smokeless nicotine products (nicotine pouches)



- Into force 1 August 2025
- Age limits (18 years)
 - ✓ **Ban on possession (for all tobacco substitutes)**
- Prohibition of:
 - ✓ **Marketing**
 - ✓ **Displaying**
 - ✓ Distance sales (crossborder+domestic)
 - ✓ **Restrictions on flavor** (NB: differs from tobacco and e-cigarette product regulation, transition period)
- **Retail sale license**
 - ⇒ license fee, supervision charge
- Product notifications
- Nicotine limit (16,6mg/g)
- Min/max size for a dose (<0,5g, >1g)
- Prohibited additives and properties
- No nicotine pouch use in day-care centres, schools and playgrounds
- **Plain packaging**

NB! Legislation for tobacco substitutes is applicable to smokeless nicotine pouches (see previous slide)

The 2023 working group's proposals for the new and emerging products



- The new tobacco and nicotine products referred to in the Tobacco Act are taken into account in legislation on tobacco taxation and tax increases ★
- Age limit from 18 to 20 (concerning sales, import and possession)
- State grants for sports clubs: commitment to preventing the use of tobacco and nicotine products ★
- Smoking bans applicable to all products under the Tobacco Act when smoked, heated or otherwise used in a way that (indoor) air quality is compromised
- Speciality shops (tobacco, e-cigarettes) e.g. selling exclusively products regulated by the Tobacco Act
- Expansion of plain packaging regulations (e-cigarette devices)
- A new definition to the Tobacco Act: *tobacco substitutes with nicotine* > legislation to the same level with other nicotine containing products ★

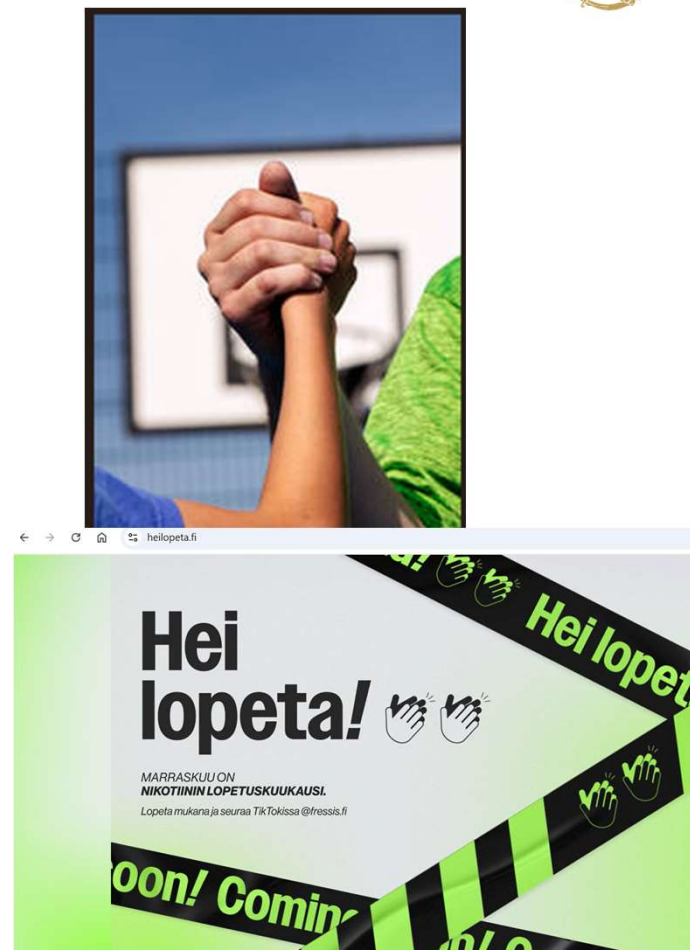


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Building resilience in Schools and Communities



- Whole-school approach: schools free of tobacco, nicotine and related products; early identification and referral pathways within student welfare services.
- The role of NGOs
- Peer-led initiatives: trained student “nicotine agents” who co-create campaigns, normalize non-use, and support quit intentions.
- Parental and community engagement: consistent messaging, local enforcement, and youth-friendly cessation support.
- From policy to practice: comprehensive regulation creates a supportive environment for school-based prevention.





Youth as a priority

1. Protecting youth is at the core of our Tobacco and Nicotine policy
2. Prevention-first approach: measures focus on stopping initiation
3. Strict marketing and product regulation
4. Age limits and controlled access
5. School- and community-based interventions
6. Targeting new nicotine products
7. Goal: tobacco and nicotine-free Finland



Key Takeaways



- **Youth-first lens** turns regulation into prevention where it matters most—schools, homes, and communities.
- **Product-neutral, comprehensive rules** reduce youth appeal and access.
- **Pair policy with practice:** whole-school approach + NGOs + parental engagement.



Thank you! Any questions?