



Dear Parent/Guardian

Date 12/05/2025

It's been brought to our attention that there has been an increase in the use of Snus (*Pronounced: Snoose*) by young people in the area. We believe there are also cases whereby it is being sold or traded between peers. This letter is intended to make you aware of the risks and law surrounding this.

Snus is a form of oral tobacco which comes as a small sachet containing ground tobacco and flavourings. It can also be sold in loose form (ie not in a sachet) although it is administered in the same manner. It is placed between the lip and the gum allowing Nicotine to enter the bloodstream through the thin skin lining of the mouth.

An example of what to look for is below:-



The risk of using Snus in comparison to smoking is not heavily researched, but it's a safe assumption that it is far from risk free. As importantly I'd like to make you aware that Snus is *illegal* to buy and sell in the UK and *anyone caught doing so commits an offence*. It is legal to possess for personal use for persons **over 18** years of age, although the law against purchase and sale mean that cases of possession should be limited.

A similar looking tobacco free product which is used in the same manner are 'Nicotine pouches'. The law surrounding these products is under review as the nicotine pouches are not covered under Tobacco related acts. However, it's important to understand that these products and contents are not regulated. For example, vapes have a legal maximum limit of **20mg/ml** in the UK. However, in February Trading standards intercepted a shipment of Nicotine pouches destined for the UK with a whopping **50mg** of Nicotine. This is **5x** greater than the level found in a cigarette and can lead to nicotine poisoning which can lead to nausea, vomiting, increased salivation, abdominal pain and sweating.

Another concern is that sales of such products may be linked to organised crime and Child Criminal Exploitation. In some cases, young people may be groomed for criminal activity. This may include an adult or someone in their late teens befriending a young person. They may give them free products, clothing, cigarettes or things such as snus to build friendship and trust over time. This in turn may lead to the request that small tasks are carried out such as holding or selling items. Eventually the victim will be made aware that nothing given was ever really free and that there is now a debt to pay. The expectation is often that the debt is paid by carrying out tasks



which become more criminal in nature (such as drug dealing), often under threat. This brings the young person in to contact with people who present significant safeguarding risk, while making them feel unable to tell anyone what's happening and becoming more distant from their support network.

While the presence of Snus is not an automatic indication of Criminal exploitation I'd like you to be aware of the possibility of a link and how something that may start small can be part of a much bigger picture. Spotting the signs early is key.

Please discuss the above with your child/ young person and below I include some links to advice.

Avon & Somerset Violence Reduction Partnership:-

www.asvrp.co.uk

Somerset Drug & Alcohol Service:-

www.turning-point.co.uk

BBC article from Feb 25 on Snus:-



StopCE – Signs of potential Child Exploitation:-

[Spot the Warning Signs - STOP CE –](#)

Should you have any queries please contact me on the email below.

Alternatively, should you wish to make a report then please contact

999 (Emergency),

101 (Non emergency)

or use the online reporting portal:-

<https://www.avonandsomerset.police.uk/>



Kind regards

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Best regards,
Name Surname