# Experts caution against using Zyn nicotine pouches as a substitute for weight loss drugs



Experts are cautioning against the use of nicotine pouches as an alternative to popular weight loss drugs like Ozempic. Zyn, a brand of flavored nicotine pouches, has seen increasing popularity, particularly among Generation Z, as concerns about e-cigarettes rise. Users place these pouches between their gum and lip, where nicotine is absorbed directly into the bloodstream, providing a "high" and energy boost.

Social media users claim additional benefits of Zyn, including enhanced workouts, staying awake, and even improved sexual performance. Recently, some have also reported rapid weight loss. An Instagram user with a golf-focused account shared in a video that he lost 30 pounds in a month, stating, “O-Zyn-pic. It works.” A TikToker similarly claimed to have lost between 30 to 50 pounds in three months.

On platforms like Reddit, other users have echoed these weight loss claims, noting that the nicotine helps them curb hunger and focus more effectively. Scientists suggest that nicotine might suppress appetite by activating brain neurons that control hunger and potentially increase fat burning that regulates body temperature in cold conditions. However, this effect is not well-studied.

Health professionals warn against using Zyn for weight loss due to potential hazards. Dr. Carolyn Bramante of the University of Minnesota expressed concerns about unknown cardiovascular effects. Nicotine pouches are known to be highly addictive and can increase blood pressure, raising the risk of heart attacks and strokes.

Despite the allure of an affordable and discreet weight loss method, experts emphasize that nicotine pouches are neither safe nor effective. The high cost and limited supply of prescription weight loss drugs like Ozempic and Wegovy lead some individuals to seek alternatives, but this approach brings significant health risks.