



Department  
of Health &  
Social Care

*From Ashley Dalton MP  
Parliamentary Under-Secretary of State  
for Public Health and Prevention*

*39 Victoria Street  
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PO-1637516

[REDACTED]  
[REDACTED]  
BAT UK and Ireland

By email to: [REDACTED]

9 September 2025

Dear [REDACTED],

Thank you for your correspondence of 26 August to Wes Streeting about nicotine pouches.

I appreciate your concerns.

The Department is aware of the issues you have raised and is taking action through the Tobacco and Vapes Bill. The Bill will close existing loopholes by banning all nicotine products and vapes from being sold to under-18s, which comes into effect six months after the Bill receives Royal Assent. To support this change in age-of-sale legislation, the Bill strengthens enforcement by enabling Trading Standards Officers to issue new £200 on-the-spot fines for underage sales. The Bill also gives the Government regulation-making powers to enable the introduction of legal limits on nicotine for all nicotine products, including pouches, and we will consult on this issue.

As a signatory of the Framework Convention on Tobacco Control, the UK Government has committed to protecting our public health policies from the commercial and other vested interests of the tobacco industry. This includes where tobacco companies have interest in other products, such as heated tobacco, vapes, or other nicotine products, like nicotine pouches.

In line with Article 5.3 of the treaty we will be making your correspondence public.

I hope this reply is helpful.

Yours sincerely,

[REDACTED]

**ASHLEY DALTON**