

Physicians *for a* Smoke-Free Canada

Canada's Health Minister pledges action to "shut down" the loophole that allowed Zonnic nicotine pouches in Canada

Minister Holland expresses anger over the marketing of Zonnic.

Parliament was not sitting last week, when [health groups called on Minister of Health Mark Holland to suspend the sale of Zonnic](#), the nicotine pouch authorized by his department this summer as a smoking-cessation aid.

With the House back in session, journalists were able to question the Minister about his response. The [full 10-minute scrum is available on CPAC \(starting at 54:32\)](#). Some highlights from Minister Holland's comments pasted below.

Well, first of all, I am appalled by the actions of the tobacco industry. Yet again they have tried to seek a loophole to find a new way to peddle nicotine.

It is very clear in my view that there are very serious questions about what the tobacco industry is doing here and what their intention is. It would seem that their intention is to addict new young people to nicotine - which is disgusting. I think that we have to take this seriously and are.

I'm mad. I think it is wholly inappropriate. I am frustrated that yet once again we have to go back and adjust our regulations because the tobacco industry has found some Machiavellian clever way to skirt regulation and try to addict new people.

We are looking at what actions we can take and to take those actions quickly. We want to shut down this loophole.

We are going to have to review our processes. I don't want anything going out there that is going to target new users and particularly young people. We are going to have to take a rigorous look at our processes.

The way that this [product] was presented was that it was for the purposes of cessation. We were duped.

The true intent appears to have been concealed. Obviously if we knew their intention, we would never have allowed the product.

The fact that we could have allowed this to get across the line and not seen this eventuality and not seen what they are going to do, I am deeply apologetic for. I do not want this out in the world and we are going to do everything we can to remediate it.