

## Haypp Group Strengthens U.S. Product Range With FDA#Authorized on! PLUS

**Haypp Group AB (publ)** (HAYPP.ST | OM:HAYPP) the leading e-commerce retailer of smoke-free nicotine products, primarily nicotine pouches, is pleased to announce that on! PLUS nicotine pouches, produced by Altria are now available on Haypp's US sites [Nicokick.com](https://Nicokick.com) and [Northerner.com](https://Northerner.com).

on! PLUS is the first new to the US market product to receive a Marketing Granted Order (MGO) as part of FDA's pilot program for nicotine pouches. Products from three other manufacturers are also awaiting MGO decisions as part of the same pilot program.

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### Haypp in brief

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Haypp Group is leading the global shift from smoking to reduced risk alternatives. With roots in the pioneering smoke-free alternative markets of Scandinavia, Haypp uses its regulatory expertise and e-commerce leadership to bring compelling value to over 1.1 million consumers. Operating through eleven distinct e-commerce brands, the Group is active in six countries in Europe and the USA. Haypp Group's e-commerce sites include: [Snusbolaget.se](https://Snusbolaget.se) and [Northerner.com](https://Northerner.com).

### Attachments

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