

New Swedish study: Oral tobacco has minimal effect on the body

Nicotine in snus does not affect the body very much at all. A new study from Linköping University shows this. The researcher compares the effect of snus on the body with coffee and says that the study justifies leaving the users of snus more at peace.

Earlier in May, Fredrik Nyström, professor of internal medicine and endocrinology at Linköping University as well as chief physician of internal medicine in his clinic, where he primarily treats patients with diabetes or those who are overweight, published a study on the short-term effects of snus on metabolism and hormones when eating a meal. The study shows that the blood pressure rose slightly from the nicotine and the body's cortisol rose in the short term, but the metabolism was unchanged. The study results are printed in the Drug and Alcohol Dependence journal but are already available [here](#).

"It is striking that snus does not have as significant an effect on the body's hormones as many people think or want to claim. My study shows that very little happens to the body, there was no Insulin or blood sugar increase, and the appetite-regulating hormones did not change either. Which suggests that it is not so dangerous with nicotine", says Fredrik Nyström.

Fredrik Nyström usually encourages his patients who have switched from smoking to oral nicotine that it is a significant health benefit because it is the smoking that is dangerous, not the nicotine itself.

"Now I think the study justifies that we can leave the snus' users more at peace", he says.

Haypp Groups' Head of External Affairs, Markus Lindblad, would be glad to see that politicians and decision-makers, to a greater extent, embrace the new findings.

"Harm-reducing alternatives, such as snus and nicotine pouches, are the right way to get more people to say no to harmful smoking. Our customers state that the most common reason for starting to use snus or nicotine pouches is to stop smoking. There is a need for legislation that values and regulates tobacco and nicotine products according to their harmfulness and adverse effects", according to Lindblad

Read the full press release for the study [here](#) (Swedish)

Read more about the study in the journal Drug and Alcohol Dependence [here](#)

For more information and contact

Markus Lindblad

Head of External Affairs:

+46(0)708153983

markus.lindblad@hayppgroup.com

About Us

The Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, our extensive experience from pioneering markets in smoke-free alternatives, as well as being a leader in the e-commerce sector, we now fully take our vision to a global scale. With ten e-commerce brands, the Haypp Group is present in seven countries where we served more than 680 000 active consumers in 2021.

Attachments

[New Swedish study: Oral tobacco has minimal effect on the body](#)