CAFFEINE POUCHES

They look like nicotine pouches and pack a big dose of caffeine.

Know the Basics

What they are

Pouches that look and work like nicotine pouches but deliver caffeine through the gums. They're often flavored, sugar-free and sold as energy or focus boosters.

Strength varies a lot

Pouches range from about 20 mg to more than 200 mg of caffeine. One strong pouch can equal two cups of coffee.

The teen limit

Pediatricians recommend teens get no more than 100 mg of caffeine a day. A single pouch can reach or pass that.

Easy to overdo

Caffeine absorbs quickly through the gums. Using several pouches, or adding energy drinks or nicotine pouches, adds up fast.

Too much caffeine

Jitters, racing heart, anxiety, upset stomach and poor sleep. Very high doses can cause dangerous heart rhythms or seizures.

BY THE NUMBERS

100 mg

daily caffeine limit pediatricians recommend for teens.

200+ mg

caffeine in some single pouches, more than twice the teen daily limit.

No data yet

Neither Indiana nor national youth surveys track caffeine pouch use, so no one knows how many teens use them.

Data Check: Using These Numbers Right

- **No numbers means no norms claims.** Without survey data, don't say caffeine pouches are "everywhere" or a "crisis." Social media buzz isn't data.
- **Focus on facts instead of rates:** how to read the milligrams on the label, the 100 mg teen limit and the risks of stacking stimulants.
- **Related data exists:** Monitoring the Future tracks daily energy drink use. If you cite it, label it as national and about drinks, not pouches.

Rules & Safety

- **Not regulated like tobacco.** There's no federal age limit, though many brands label their pouches 18+.
- **Check your school's policy.** Pouches look like nicotine products, and some schools treat them the same way.
- **Too much caffeine?** Call Poison Control at 1-800-222-1222. Call 911 for chest pain, fainting or a seizure.

Campaign Angles

- **Teach label reading:** compare milligrams per pouch with the 100 mg teen limit.
- **Name the look-alike problem:** caffeine pouches can hide nicotine pouch use, and some teens use both.
- **Promote real energy:** sleep, water, food and movement beat a stimulant crash.

Sources: American Academy of Pediatrics; Partnership to End Addiction (drugfree.org); U.S. Food and Drug Administration (FDA); Monitoring the Future 2025, University of Michigan/NIDA.