



IMPORTANT NRS RETAILER FAQs

Vape, E-Cigarette & Nicotine Pouch Compliance:

1. Why is NRS sending this notice?

To remind retailers that unauthorized vapes, e-cigarettes, electronic nicotine products, and nicotine pouches can create significant regulatory and financial risks.

2. What products should I check?

Review **ALL vapes, e-cigarettes, ENDS, and nicotine pouches** in your inventory.

3. How many e-cigarette/ENDS products are currently FDA-authorized?

The FDA currently lists **45 products authorized for lawful sale** in the U.S.

4. How many nicotine pouch products are authorized?

The FDA currently lists **30 nicotine pouch products authorized for lawful sale**.

5. Does a popular brand mean its products are authorized?

No. Authorization applies to specific products. Do not assume every flavor, strength, or product from an authorized brand is legal.

6. Can I assume a product is legal because my distributor sells it?

No. Verify products against the FDA's current authorization lists. Distributor availability does not guarantee authorization.

7. What if I can't verify a product?

Do not sell it. Remove it from sale until its authorization status can be confirmed.

8. Do I need to check individual flavors and strengths?

Yes. Verify the exact product, including flavor, nicotine strength, device, or configuration.

9. Are nicotine pouches subject to these requirements?

Yes. Check every nicotine pouch against the FDA's current authorized list.

10. Which nicotine pouch brands are currently listed?

The current FDA list includes products from **on! / on! PLUS and ZYN**, but authorization applies only to the specific products listed.

11. Which vape brands currently have authorized products?

The FDA list includes products from manufacturers such as **JUUL, NJOY, Logic, R.J. Reynolds Vapor Company, and Glas**. Authorization does not cover every product they make.

12. Does FDA authorization mean a product is “FDA approved” or safe?

No. The FDA states that authorization for lawful sale does not mean a product is FDA-approved or safe.

13. Where do I check vape and e-cigarette products?

Use the FDA's **E-Cigarettes, Vapes & Other Electronic Nicotine Delivery Systems (ENDS) Authorized by the FDA** list.

14. Where do I check nicotine pouches?

Use the FDA's **Nicotine Pouch Products Authorized by the FDA** list.

15. Is there an FDA database I can search?

Yes. The FDA's **Searchable Tobacco Products Database** provides a comprehensive resource for products that may legally be sold.

16. How often should I check my inventory?

Regularly. FDA authorizations and enforcement actions can change.

17. What if a product's status changes after I purchased it?

Review your inventory against the **current FDA information** and immediately remove products that are no longer authorized. Review your purchasing list to prevent accidental repurchasing.

18. What kind of penalties does my store face if I sell unauthorized products?

You may be fined **up to \$50,000 per transaction** for selling forbidden items.

19. Who is responsible for compliance?

The retailer is responsible for ensuring products sold comply with applicable laws and regulations. Don't rely solely on distributors or what other stores are selling.

20. What should I do right now?

CHECK YOUR INVENTORY TODAY. Verify every vape, e-cigarette, electronic nicotine product, and nicotine pouch. **Remove anything unauthorized or that you cannot verify. Continue checking regularly.**

FDA RESOURCES:

E-Cigarettes, Vapes & Other Electronic Nicotine Products:

[FDA Authorized E-Cigarette & Vape List](#)

Nicotine Pouch Products:

[FDA Authorized Nicotine Pouch List](#)

IMPORTANT: When in doubt, **DO NOT SELL IT.** Verify the exact product against the FDA's current information.

This FAQ is an educational compliance resource and is not legal advice. Retailers are responsible for complying with applicable federal, state, and local laws.