

BAT France welcomes the publication of the AFNOR XP V37-500 standard: a turning point for establishing quality and rigor standards for nicotine pouches

Paris – July 2nd 2025 – In response to the growing nicotine pouch market, BAT France is satisfied with the publication of the experimental AFNOR XP V37-500 standard, which establishes a clear and rigorous framework to ensure the integrity, quality, and consumer information surrounding these products. Developed with the participation of experts, manufacturers, evaluation and research bodies, this standard marks a major step forward in structuring the sector.

A standard based on reliability, transparency, and best practices

The XP V37-500 standard sets out specific requirements regarding:

- **Product composition:** Only food-grade or pharmaceutical-grade ingredients are permitted. Nicotine must be of natural origin, comply with the quality specifications of the standard, and must not exceed 16.6 mg per pouch.
- **Manufacturing:** It must follow strict Good Manufacturing Practices (GMP), with full traceability of raw materials.
- **Toxicological evaluation:** A toxicological risk assessment (TRA) is mandatory for each ingredient, including potential impurities, packaging materials, and consumer exposure duration.
- **Packaging:** Materials in direct or indirect contact with the product must comply with European food contact standards and be tamper-proof.
- **Labeling:** Consumers must be informed of the nicotine content, composition, **presence of allergens or skin sensitizers**, and usage precautions. **A clear warning about the addictive nature of nicotine** is also mandatory.

A standard welcomed by the entire sector

This standard reflects the industry's desire to organize itself and send a strong message against the **proliferation of unregulated products** on the market, with the goal of better **protecting adult smokers**. Based on standards already in place in the United Kingdom and Sweden, the XP V37-500 standard draws on proven practices at the European level to offer a reliable, harmonized, and immediately operational framework.

Sébastien Charbonneau, Director of Public Affairs at BAT France, stated: *"A rigorous standard like XP V37-500 provides a mark of quality, a reliable guarantee of quality and transparency for products intended for adult consumers, sold through a network of trained professionals. It is another step toward calling for strict regulation of nicotine pouches and combating the emergence of an uncontrollable illicit market."*

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About BAT

BAT is a leading global multi-category consumer goods business. Underpinned by world-leading science and R&D, our purpose is to create A Better Tomorrow™ by Building a Smokeless World where, ultimately, cigarettes have become a thing of the past. BAT's purpose is backed by Omni™, an evidence-based manifesto for change which captures its commitment and progress.

BAT employs more than 48,000 people and, in 2024, generated revenue of £25.9bn, with an adjusted profit from operations of £11.9bn.

BAT's aim is to have 50 million adult consumers of its Smokeless products by 2030 and generate 50% of its revenue from Smokeless products by 2035. BAT's portfolio is made up of a growing range of nicotine and smokeless tobacco products which include its Vapour brand Vuse; Heated Product brand glo; and Velo, its Modern Oral (nicotine pouch) brand. After only a decade of investment in these products, the Group has delivered New Category revenue of £3.4bn in 2024, with strong progress in profitability. BAT's portfolio reflects our commitment to meeting the evolving and varied preferences of today's adult consumers.

BAT is also reducing the use of natural resources, improving livelihoods, and delivering on its climate goals to be Net Zero across its value chain by 2050. BAT received a Triple A rating from CDP in 2024 for its disclosures on Climate Change, Water Security, and Forests, showcasing its commitment to environmental transparency and action.

**Based on the weight of evidence and assuming complete cessation of smoking. These products are not risk-free and are addictive.*

†Our products as sold in the United States, including Vuse, Velo, Grizzly, Kodiak and Camel Snus, are subject to FDA regulation and no reduced risk claims will be made regarding these products without FDA clearance.

