

Press Coverage | January 10, 2023

## Oral Nicotine Gains Traction as a Promising Alternative

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[Bryan M. Haynes](#)

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Bryan Haynes, a partner in Troutman Pepper's Tobacco Practice Group, was quoted in the January 10, 2023 *Convenience Store News* article, "[Oral Nicotine Gains Traction as a Promising Alternative](#)."

"It appears to me the FDA has prioritized its review of [electronic nicotine delivery systems] products and is pushing modern oral nicotine products on the back burner," said Bryan Haynes, a partner with the Troutman Pepper law firm and head of its tobacco law practice. "And other than the FDA's general standards for PMTAs, we don't have a sense of how the FDA is going to evaluate these products. There are limited precedents out there."

Nevertheless, Haynes made an educated guess that the modern oral industry could start seeing some Marketing Granted Orders issued by the FDA by mid-2023.

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