

Verve

VERVE® products are designed to appeal to adult smokers interested in innovative tobacco products.

VERVE® products are available in two unique forms: discs and chews, available in either Blue Mint or Green Mint flavor. Each VERVE® form contains approximately 1.5 mg of nicotine. We manufacture VERVE® products in Richmond, Va.

We require retail stores to sell VERVE® products only to adults in a clerk-assisted transaction. Stores must merchandise them in a non-self service manner. Additionally, the packaging is child-resistant and states “Keep Out of the Reach of Children.”

VERVE® products are available at select stores in Virginia.



Health Issues

Each VERVE® product contains approximately 1.5 mg of nicotine. The amount of nicotine received depends on how the consumer uses it and the amount of time it's kept in the mouth.

VERVE® products packaging and advertising carry the warning: “This product contains nicotine, which is addictive. Nicotine can harm your baby if you are pregnant or nursing. Nicotine can increase your heart rate, blood pressure and aggravate diabetes. Nicotine can cause dizziness, nausea and stomach pain.” VERVE® Chews also include the warning: “Phenylketonurics: Contains Phenylalanine.”

The [U.S. Food and Drug Administration](https://www.fda.gov/oc/ohrt) hasn't determined that any tobacco product presents less risk compared to any other tobacco product.



VERVE® Products & Ingredients

VERVE® Discs

- Tobacco Derived Nicotine
- Polymer
- Non-Tobacco Cellulose Fiber
- Flavorings
- Texture Modifier
- Binder
- Colorants

VERVE® Chews

- **PHENYLKETONURICS: Contains Phenylalanine**
- Tobacco Derived Nicotine
- Flavorings
- Polymer
- Texture Modifiers
- Non-Tobacco Cellulose Fiber
- Binder
- Colorant