



SITAB
SOCIETÀ ITALIANA
DI TABACCOLOGIA

**XXI CONGRESSO
NAZIONALE SITAB
SOCIETÀ ITALIANA DI
TABACCOLOGIA**

PISA

27-28
NOVEMBRE
2025

**Tabacco: conoscere il
passato, capire il presente,
migliorare il futuro**

M.A.C.C. - MEETING ART
CRAFT CENTRE - PISA



Sport, fumo di tabacco e altri prodotti a base di tabacco e di nicotina

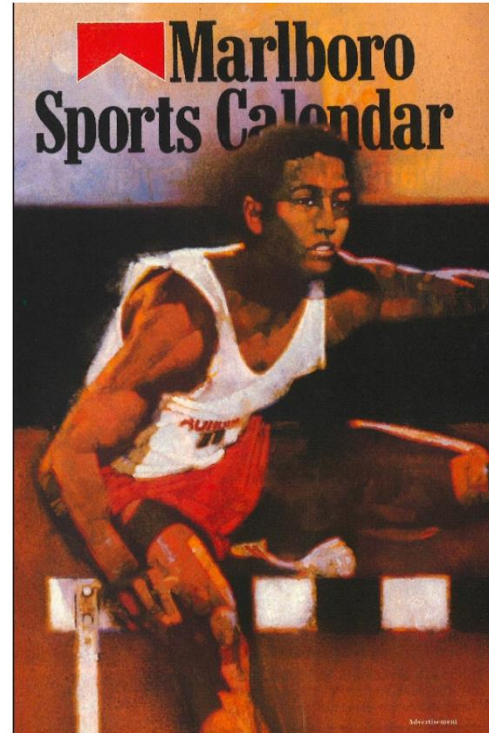
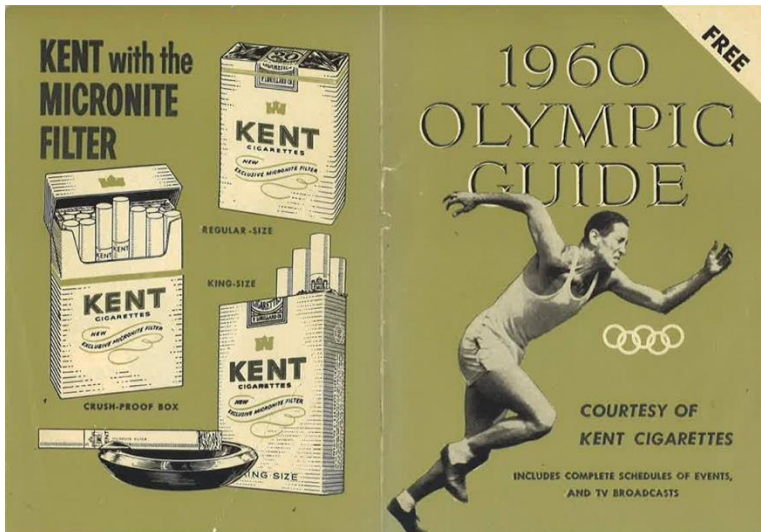
Thomas Zandonai, PhD

tzandonai@umh.es

Contesto sportivo



1909-11



Advertising section by Philip Morris Inc. for Marlboro cigarettes inserted into issues of Sports Illustrated, 1988



Advertisement by the R.J. Reynolds Tobacco Company for Camel cigarettes, The Saturday Evening Post, Aug. 17, 1935.





PRICES DROP

NEW PRODUCTS

ADVENT CALENDAR

OUR SHOPS

SWEETCH BLOG

In the same spirit, risk reduction is at the heart of vape, offering a **safer alternative to traditional smoking**. By eliminating combustion and the associated vape reduces the health risks associated with smoking traditional cigarettes while allowing users to satisfy their nicotine needs.

FOOTBALL STARS WHO VAPOURISE

Some of the biggest names in world football have turned to vape. Players such as Zlatan Ibrahimovic, Kylian Mbappé, Neymar, Harry Kane, Mo Salah and Shaun Wright-Phillips are known to use vape products.

These athletes recognise the health benefits of vaping over smoking, helping to change the public perception of vaping in sport.



Contesto sportivo



PMI (1972)



(2018) Mission Winnow

Nicotine and Tobacco Research, 2023, 25, 1838–1846
<https://doi.org/10.1093/ntr/ntad117>
Advance access publication 13 September 2023
Original Investigation



Philip Morris International's Formula 1 Sponsorship-Linked Marketing: Transformation From Marlboro to Mission Winnow

Timothy Dewhirst PhD¹, Wonkyong Beth Lee PhD², Lauren Czaplicki PhD³

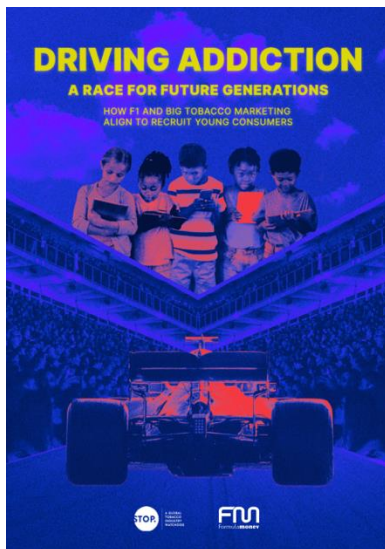
British American Tobacco and McLaren Racing announce continued partnership

April 16, 2024 Par: National Committee Against Smoking

Dernière mise à jour: April 16, 2024 Temps de lecture: 5 minutes



Il nuovo brand comunica temi come **innovazione, progresso, trasformazione, lavoro di squadra, dialogo e tecnologia**, distanziandosi dall'immagine "maschile e individualista" tradizionalmente associata a Marlboro.



UN PROBLEMA DE SALUD PÚBLICA

Vapeadores para niños de 9 años, el nuevo plan de la industria del tabaco



Driving Addiction: A Race for Future Generations

How F1 and Big Tobacco Marketing Align to Recruit Young Consumers

The Biggest-Spending Tobacco Companies in F1 History

PMI remains the largest-spending tobacco company in the history of F1 with total sponsorship spending

estimated at almost \$2.4 billion. BAT's McLaren deal means it has now surpassed Japan Tobacco to become the second-largest spending tobacco company in F1, with an estimated total spend of \$516 million.

Company	Main brands	Est. value
Philip Morris/Altria	Marlboro, Mission Winnow	\$2.372 billion
British American Tobacco	Lucky Strike, 555, Velo, Vuse	\$515.9 million
Japan Tobacco	Mild Seven	\$481.2m
Rothmans	Rothmans, Winfield	\$260.7m
Reemtsma	West	\$234.5m
Gallaher	Benson & Hedges, Sobranie	\$223m
RJ Reynolds	Camel, Barclay	\$187.5m
Seita	Gitanes, Gauloises	\$186m
Imperial	JPS, West, Gold Leaf, Embassy	\$177.3m
Villiger	Tabatip	\$0.1m
TOTAL		\$4.638 billion



Clips from F1 Kids advertise a website for Velo nicotine pouches, displayed on the McLaren car's halo. Source: F1 YouTube channel

Philip Morris International 2024 Season With Ferrari

Estimated F1 sponsorship spend 2024	\$10 million
Brand	Philip Morris International
Sponsored team	Ferrari
Owner	Philip Morris International

PMI is spending an estimated \$10 million annually with the team. What it gets in return is the status of being able to describe itself as a Ferrari partner and host extensive hospitality opportunities with the team. It is unlikely to return soon to the major sponsor status it

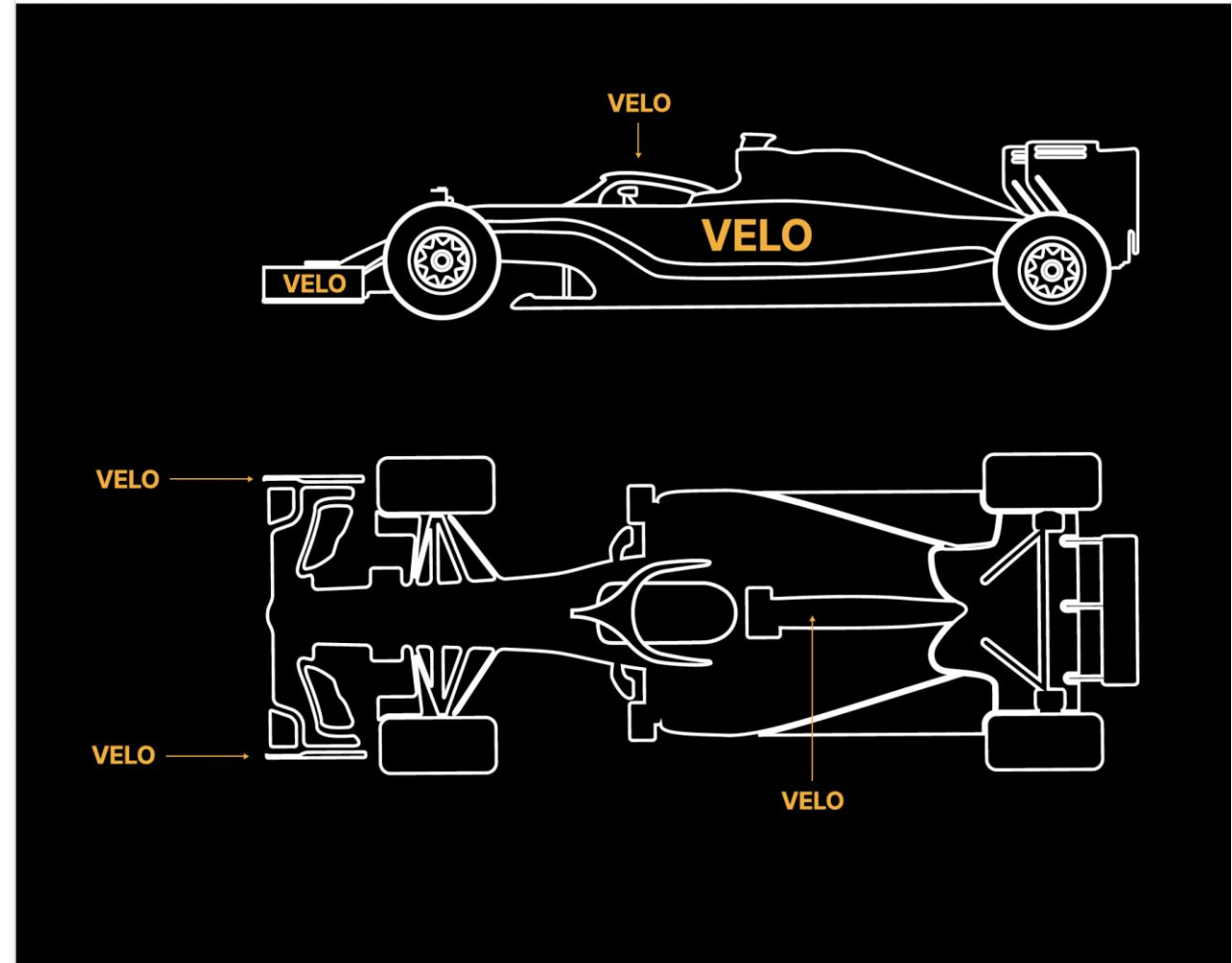
previously enjoyed, as its old branding locations are now occupied by other sponsors, including Ferrari's title partner, HP, but it is still one of the longest-standing partnerships in the sport and has now endured for 53 seasons.

Tobacco-Related Brands in F1 In 2024

Race	Branding locations				
	Front of sidepod	Airbox	Front wing	Endplate	Halo
Bahrain	Vuse	Vuse	Vuse	Vuse	Vuse
Saudi Arabia	Vuse	Vuse	Vuse	Vuse	Vuse
Australia	OTR	OTR	-	OTR	OTR
Japan	Vuse	Vuse	Vuse	Vuse	Vuse
China	Oxxo	Oxxo	-	Oxxo	Oxxo
Miami	Velo	Velo	-	Velo	Velo
Emilia Romagna	Velo	Velo	-	Velo	Velo
Monaco	Vuse	Vuse	-	Vuse	Vuse
Canada	Sobeys	Sobeys	-	Sobeys	Sobeys
Spain	Velo	Velo	-	Velo	Velo
Austria	Oxxo	Oxxo	-	Oxxo	Oxxo
Britain	Velo	Velo	-	Velo	Velo
Hungary	7-Eleven	7-Eleven	-	7-Eleven	7-Eleven
Belgium	Love	Tomorrowland	-	Love	Tomorrowland
Netherlands	7-Eleven	7-Eleven	-	7-Eleven	7-Eleven
Italy	Velo	Velo	-	Velo	Velo
Azerbaijan	Vuse	Vuse	-	Vuse	Vuse
Singapore	The Shilla	The Shilla	-	The Shilla	The Shilla

Main Logo Locations of BAT Branding (first 18 races):

Large on front wing (three races); medium on front of sidepod; medium on airbox; medium on front-wing endplate; very small on halo.



CARATTERISTICHE

NON ACQUISTABILE ONLINE



**FINO A 2000 PUFF*
PER CONFEZIONE DI POD**



POD CON COIL IN CERAMICA



BECCUCCIO ERGONOMICO



18-20 MG/ML DI NICOTINA



10 GUSTI DISPONIBILI



**COMPATIBILE CON I
DISPOSITIVI VUSE PRO
E VUSE GO RELOAD**

FEEDBACK

*Fino a 2000 puffs per confezione di pod. Basato su test di laboratorio su prodotti di nuova fabbricazione (inclusa la ricarica) con una durata del puff di un secondo e può variare a seconda delle abitudini d'uso individuali. Per ulteriori informazioni consultare sul sito vuse.com le FAQ sui puffs.



PERCHÈ SCEGLIERE VELO?

PUOI USARLO DOVE VUOI E QUANDO VUOI

VELO è discreto e semplice da usare, quindi puoi usarlo ovunque, anche quando sei vicino ad altre persone e senza tenere occupate le mani.

NIENTE FUMO*, NIENTE ODORE E NIENTE GENERE

Con VELO non c'è combustione, la nicotina e il gusto vengono rilasciati quando metti il sacchetto di nicotina sotto il labbro.

*Questo prodotto non è privo di rischi e contiene nicotina, sostanza che genera dipendenza.

SCEGLI IL TUO GUSTO

VELO è disponibile in diverse varietà di gusti: fruttati, mentolati o un mix dei due.



IL PRIMO VELO: 4 O 6MG DI NICOTINA PER POUCH



PER ESPERTI: 10MG DI NICOTINA PER POUCH



Disponibile in altri
flavours

MASSIMA INTENSITÀ: 14MG DI NICOTINA PER POUCH



VELO



SERVIZIO CLIENTI

FAQ

SU VELO

SCOPRI VELO
PRIVACY POLICY
COOKIE POLICY
TERMINI & CONDIZIONI

HAI BISOGNO DI AIUTO?

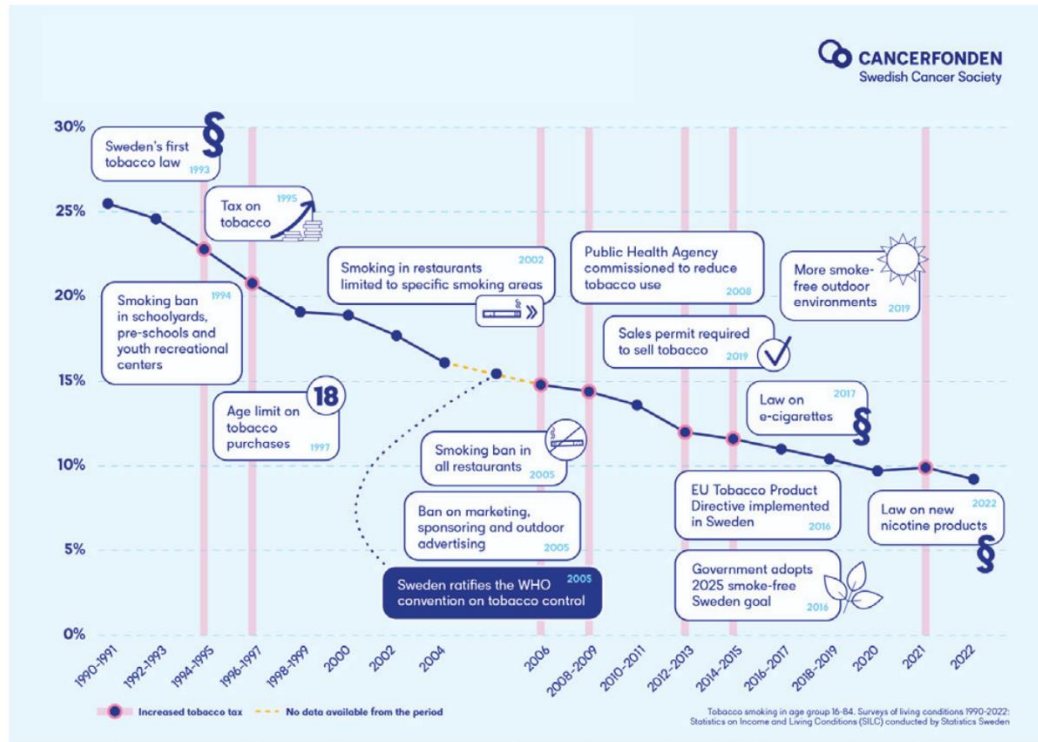
800936699
INFO.IT@VELO.COM



Swedish tobacco policy: Key learnings to decrease smoking and challenges that still lie ahead

Lisa L. Ermann¹, Lisa Klefbom¹

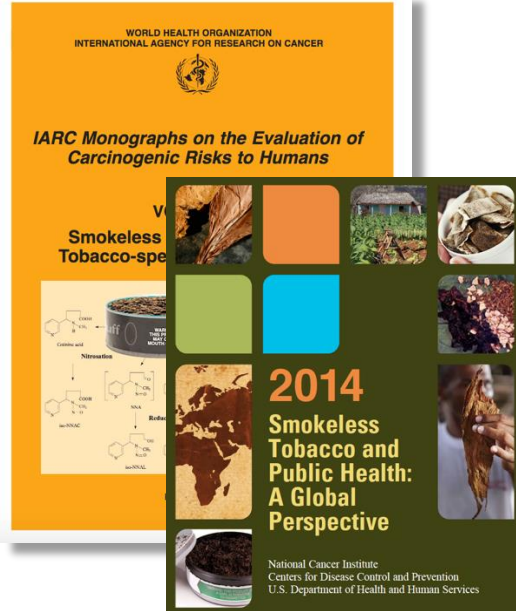
Figure 1. Policy measures to reduce tobacco smoking in Sweden 1990–2022



people and women. Among the group aged 16–29 years, the percentage of women who use snus daily increased from 3% in 2018 to 18% in 2024, with total current use in 2024 at 25% for women and 29% for men⁶. Among girls aged 15 years, current snus use increased from 3% in 2019 to 14% in 2024, following the same pattern⁷.

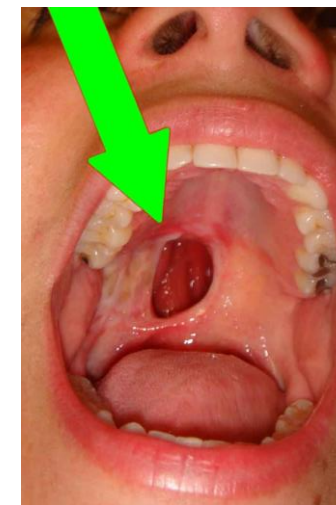
Snus is not a cessation product. On the contrary, people who use e-cigarettes or snus, are more likely to start smoking over time, compared to people who do not use e-cigarettes or snus⁸.

Contesto sportivo



Based on information from large, comprehensive reviews,^{1,2,9,31,40,58} the following conclusions can be reached:

- The associations between ST use and adverse health consequences differ by type of product.
- There is sufficient evidence that ST products cause addiction, precancerous oral lesions, and cancer of the oral cavity, esophagus, and pancreas, as well as adverse reproductive developmental effects including stillbirth, pre-term birth, and low birth weight.
- The evidence suggests that some, but not all, ST products are associated with increased risk of fatal ischemic heart disease, fatal stroke, and type 2 diabetes; more studies are needed to clarify any causal associations.
- There is insufficient evidence to assess whether ST products are associated with increased risks of lung cancer, cervical cancer, and hypertension.





Lee Johnson: Snus a 'big big problem' in football

ARTICLES / CONDITIONING / SUNDERLAND

What is 'snus' and why are so many Premier League footballers using it?

It has been linked to cancer and banned for 26 years across Europe, but the smokeless tobacco 'snus' appears to [...]



Football

Antwerp suspend Nainggolan indefinitely for smoking on the bench

The Belgian midfielder was filmed vaping on the bench



La nicotina, **dal 2012**, fa parte della lista di monitoraggio dell'Agencia Mondiale Antidoping (WADA).

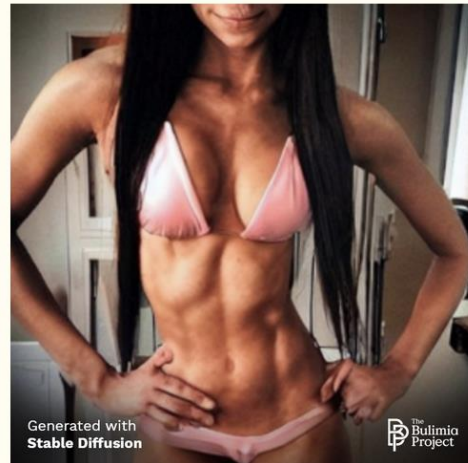
CURRENT OPINION

Open Access



Athletes: Fit but Unhealthy?

Philip B. Maffetone¹ and Paul B. Laursen^{2,3*}



Consensus statement

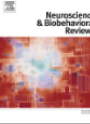
Mental health in elite athletes: International Olympic Committee consensus statement (2019)



Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

Neuroscience and Biobehavioral Reviews

journal homepage: www.elsevier.com/locate/neubiorev



Prevalence of mental disorder symptoms among university students: An umbrella review

Ursula Paiva^{a,b}, Samuele Cortese^{c,d,e,f,g}, Martina Flor^b, Andrés Moncada-Parra^a, Arturo Lecumberri^h, Luis Eudave^b, Sara Magallón^b, Sara García-González^b, Ángel Sobrino-Morras^b, Isabella Piqué^b, Gemma Mestre-Bachⁱ, Marco Solmi^{j,k,l,m}, Gonzalo Arrondo^{a,*}

International Journal of
Environmental Research
and Public Health



Article

Assessing Smoking Habits, Attitudes, Knowledge, and Needs among University Students at the University of Milan, Italy

25%

Laura Campo^{1,*}, Silvia Lumia¹ and Silvia Fustinoni^{1,2}

Ann Ig 2020; 32(6): 608-614 doi:10.7416/ai.2020.2382

Tobacco and e-cigarette smoking habits among Italian healthcare students

34%

A. Prigitano¹, S. Binda¹, E. Pariani¹, A. Destrebecq¹, S. Castaldi^{1,2}, M. Cogliati¹, M.C. Esposito¹, L. Romanò¹



Determination of nicotine and nicotine metabolites in urine by hydrophilic interaction chromatography–tandem mass spectrometry: Potential use of smokeless tobacco products by ice hockey players

François Marclay*, Martial Saugy

Swiss Laboratory for Doping Analyses, University Center of Legal Medicine, Geneva and Lausanne, Centre Hospitalier Universitaire Vaudois and University of Lausanne, Ch. des Croisettes 22, 1066 Epalinges, Switzerland



A one-year monitoring of nicotine use in sport: Frontier between potential performance enhancement and addiction issues[☆]

François Marclay*, Elia Grata, Laurent Perrenoud, Martial Saugy

Swiss Laboratory for Doping Analyses, University Center of Legal Medicine, Geneva and Lausanne, Centre Hospitalier Universitaire Vaudois and University of Lausanne, Ch. des Croisettes 22, 1066 Epalinges, Switzerland



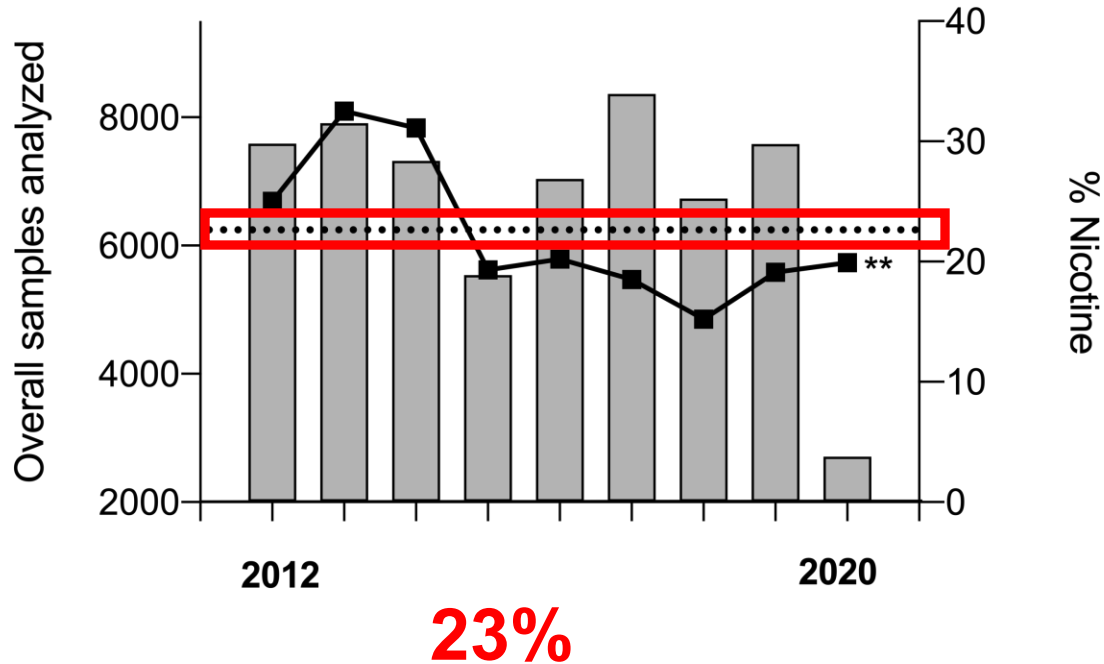
36–44% campioni analizzati

In 2185 campioni di urine
(43 differenti discipline sportive)
18.3% dei campioni analizzati



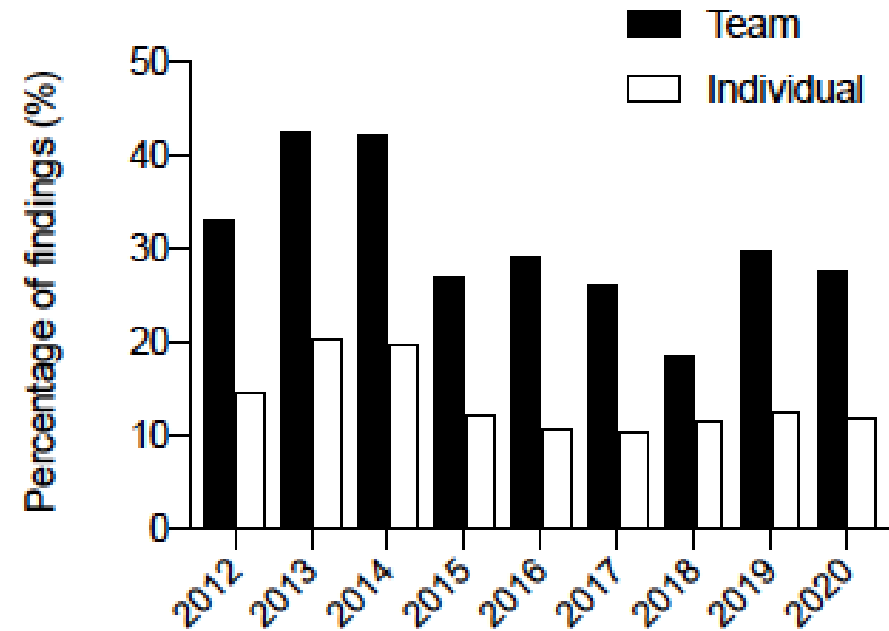
Should We be Concerned with Nicotine in Sport? Analysis from 60,802 Doping Control Tests in Italy

Thomas Zandonai^{1,2,3} · Francesco Botrè^{4,5} · Maria Gabriella Abate⁴ · Ana María Peiró^{2,6,7} · Toby Mündel^{8,9}



Prevalenza

B



La concentrazione stimata di nicotina era > 50 ng/mL secondo il programma di monitoraggio della WADA

Nicotine in Sports

Table 2 Nicotine positivity collected in-competition from 2012 to 2020 by sport

	2012		2013		2014		2015		2016		2017		2018		2019		2020		
	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	
Team sports																			
American football	41.7	36	41.7	36												41.8	55		
Baseball	74.7	75	65.0	60	85.5	55	47.8	46	47.1	51	55.8	43			66.7	72			
Basketball	37.2	309	40.4	230	47.0	304	32.1	190	27.2	393	22.5	396	16.6	308	24.6	289	17.6	85	
Handball	47.5	80	61.3	142	71.1	54	46.3	54	38.9	131	29.7	155	18.9	74	29.5	61	23.3	30	
Hockey (field)	37.7	61	51.9	27	45.5	33			28.7	101			10.0	40					
Hockey (ice)	46.3	82	61.3	88					53.8	80	34.3	70	18.1	72	39.3	56	44.4	36	
Hockey (indoor)	30.0	40	35.2	37	40.0	30			48.5	132	33.7	95							
Rugby	38.0	184	46.8	109	45.5	99	17.7	175	32.1	187	30.5	174	17.4	201	34.8	282	25.0	60	
Soccer	31.3	3003	40.4	3078	39.0	2551	26.0	1943	26.2	1926	25.1	2879	18.4	2325	27.3	1623	26.1	1126	
Volleyball	32.1	249	53.6	248	46.4	265	31.7	145	33.9	274	27.0	237	23.8	261	37.4	222	39.5	124	
Water polo	21.5	191	38.5	252	40.2	209	23.6	140	21.5	261	25.9	239	21.5	135	21.4	187	34.6	26	

29%



Experimental Physiology

Effect of transdermal nicotine administration on exercise endurance in men

Toby Mündel¹ and David A. Jones^{1,2}

Participants	Performance protocol	Nicotine intervention	Performance effect
12 non-smoker, healthy, active males	Cycle to volitional exhaustion at 65% maximal aerobic power	7 mg (24 h ⁻¹) transdermal nicotine patch applied to deltoid muscle the evening prior to testing i.e. overnight (≥ 10 h treatment). Compared to placebo patch	Endurance time improved (17%) with nicotine

Original article

The effects of oral smokeless tobacco administration on endurance performance

Thomas Zandonai^{a,b,*}, Enrico Tam^c, Paolo Bruseghini^c, Fabio Pizzolato^c, Loretta Franceschi^d, Massimo Baraldo^d, Carlo Capelli^{c,c}, Paola Cesari^c, Cristiano Chiamulera^a

Participants	Performance protocol	Nicotine intervention	Performance effect
14 non-users/non-smokers	Cycle to volitional exhaustion at 65% maximal aerobic power	Smokeless tobacco use from start of exercise and throughout exhaustion trial. 1.0 g smokeless tobacco compared to placebo chew	Endurance time unaffected with smokeless tobacco



Acute effect of Snus on physical performance and perceived cognitive load on amateur footballers

J. Morente-Sánchez¹, T. Zandonai², M. Mateo-March³, D. Sanabria^{4,5}, C. Sánchez-Muñoz¹, C. Chiamulera², M. Zabala Díaz¹

Participants	Performance protocol	Nicotine intervention	Performance effect
18 non-users/non-smokers	Maximum handgrip strength, maximum countermovement jump height, agility shuttle run, Yo-yo recovery intermittent shuttle test (level 1)	40 min smokeless tobacco use whilst resting supine, then handgrip strength, countermovement jump and agility shuttle run were performed before tobacco discarded after 70 min and the Yo-yo test was performed. 1.0 g smokeless tobacco compared to placebo chew	All performance tests were unaffected by smokeless tobacco



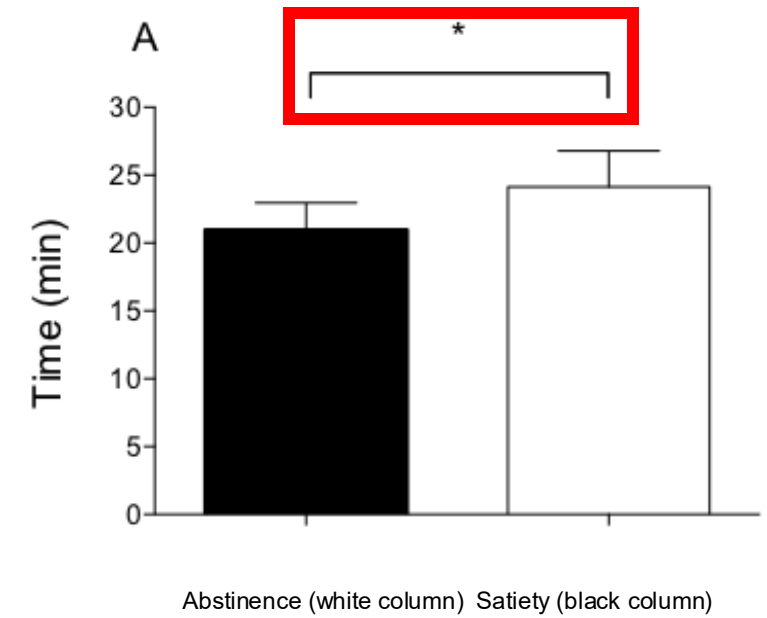
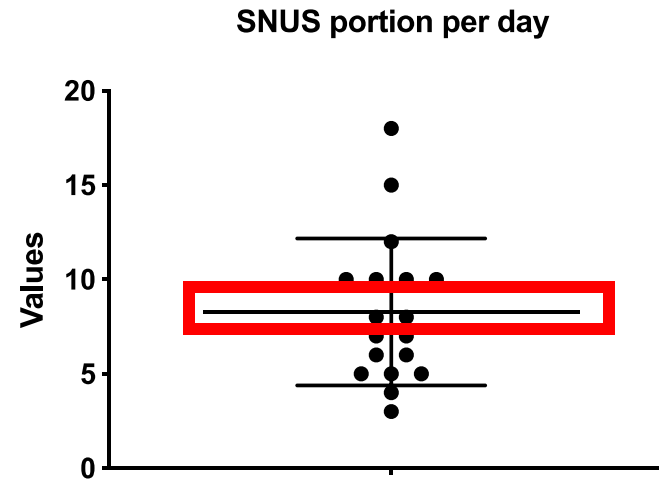
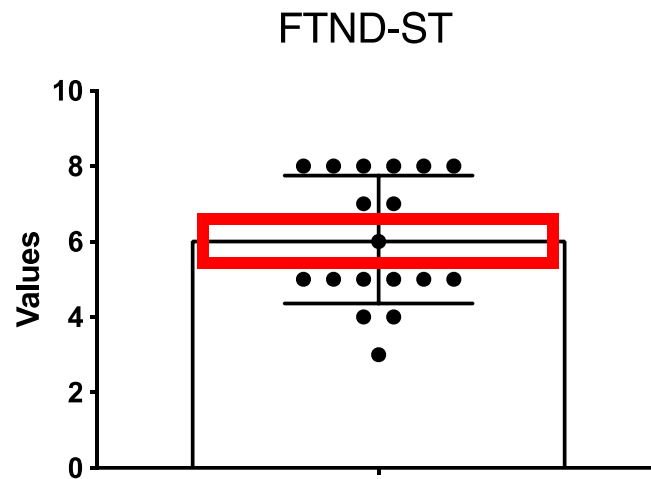
Table 5. Side effects reported by some of the participants at the end of the Snus session

Subject code	Mild	Moderate	Serious
01AAJ		Tachycardia	
02CCJ			Confuse, dizziness
03CGJ			Nausea, dizziness
04CBI	Dizziness	Stomach ache	Empty sensation, tiredness, confuse
05EGA	Tiredness		
07LMJ	Dizziness		
09RLF	Sore throat		
11SSS		Nausea, dizziness	
12BNV	Tiredness	Dizziness	
13HJE	Dizziness		Nausea
16PGM	Dizziness	Sweating, increase body temperature	Tremor
17MA		Dizziness, sweating	Empty sensation, nausea



Exercise performance increase in smokeless tobacco-user athletes after overnight nicotine abstinence

Thomas Zandonai^{1,2} | Enrico Tam³ | Paolo Bruseghini⁴ | Carlo Capelli⁵ | Massimo Baraldo⁶ | Cristiano Chiamulera²





REVIEW ARTICLE

...ine effects on exercise performance and physiological
...nicotine-naïve individuals: a systematic re...

...Melissa Crowe³

Sports Med
DOI 10.1007/s40279-017-0764-5

CrossMark

REVIEW ARTICLE

...roe? A Review of Athle...
...quences and Other Considerations

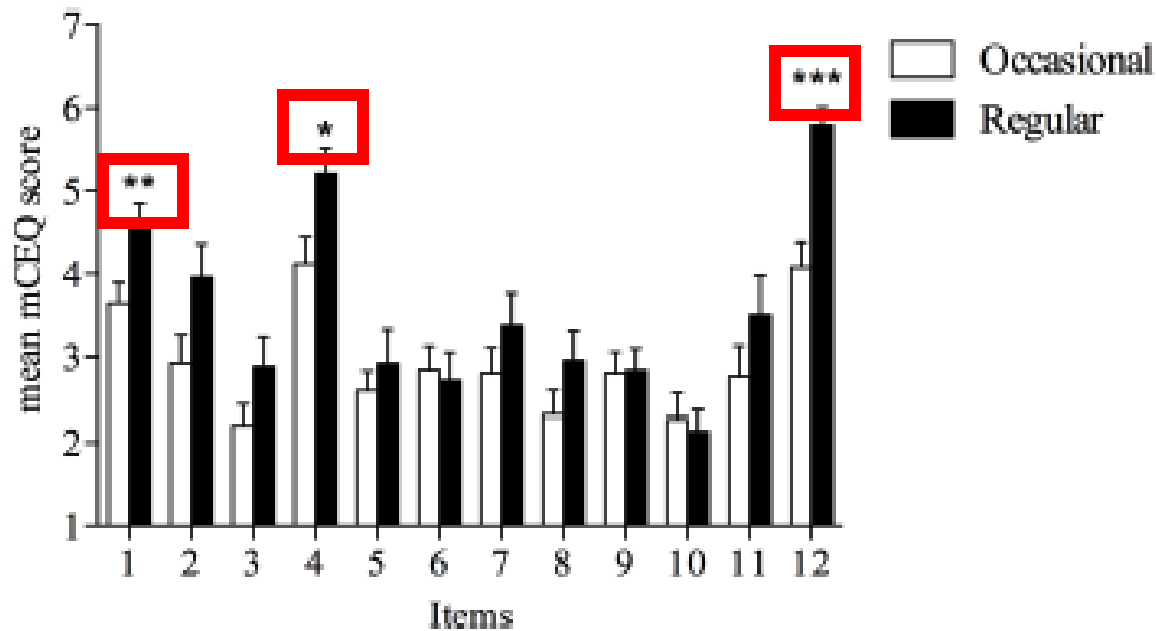
CONFLICT

MECCANISMI RESULTS



A Preliminary Investigation on Smokeless Tobacco Use and Its Cognitive Effects Among Athletes

Thomas Zandonai^{1,2*}, Cristiano Chiamulera², Alberto Mancabelli³, Danilo Falconieri⁴ and
Marco Diana⁵



- 1 Was using snus satisfying?
- 4 Did using snus calm you down?
- 12 Did you enjoy using snus?

Dipendenze, fra i ragazzi trentini cresce il consumo di snus

Genitori e allenatori lanciano l'allarme sull'uso della sostanza - legale - ma dannosa soprattutto per i giovanissimi. L'appello di Marino Pederiva di Acat Val di Fassa: "Sulle dipendenze, imparate a chiedere aiuto"

📅 17/07/2024

Satisfaction

Psychological reward



ELSEVIER

Contents lists available at ScienceDirect

Journal of Science and Medicine in Sport

journal homepage: www.elsevier.com/locate/jsams

JSAMS
Journal of Science and Medicine in Sport



Original research

A cross-sectional latent class analysis of self-reported snus use in men's and women's professional football in England



Daniel Read ^{a,*}, Ed Cope ^a, Michael Bennett ^b, Lee Taylor ^a

^a Loughborough University, United Kingdom

^b English Professional Footballers Association, United Kingdom

What are the teams saying about Snus?

"It just relaxes you. I was never told it would benefit me in terms of performance."

– RETIRED PLAYER

"I used to have the odd fag on a night out with Team A, but one of the lads introduced me to snus when I signed for Team B and I found it helped me chill out"

– CURRENT PLAYER

"I think some use it because they get anxious before games and it acts as a bit of a calmer. Some are having to play and train with these (pouches) in, just to get by."

– CURRENT MANAGER

"Players can't use it during a game because they'd choke, but it can help relax them afterwards"

– FORMER PLAYER/CURRENT MANAGER



Brain and Behavior

Open Access

How cigarette smoking may increase the risk of anxiety symptoms and anxiety disorders: a critical review of biological pathways

Steven Moylan¹, Felice N. Jacka^{1,2}, Julie A. Pasco^{1,3} & Michael Berk^{1,2,4,5}

BJPsych

The British Journal of Psychiatry (2013)
202, 62–67. doi: 10.1192/bjp.bp.112.114389

Change in anxiety following successful and unsuccessful attempts at smoking cessation: cohort study

Máirtín S. McDermott, Theresa M. Marteau, Gareth J. Hollands, Matthew Hankins and Paul Aveyard



Review

Aspects of disordered eating continuum in elite high-intensity sports

J. Sundgot-Borgen¹, M. K. Torstveit²

Clin Pharmacol Ther. 2011 July ; 90(1): 164–168. doi:10.1038/clpt.2011.105.

Cigarette Smoking, Nicotine, and Body Weight

J Audrain-McGovern¹ and NL Benowitz^{2,3}

La nicotina riduce il peso corporeo sopprimendo l'appetito e l'assunzione di cibo, aumentando il dispendio energetico, alzando il tasso metabolico a riposo e incrementando la lipolisi e l'ossidazione dei grassi.

L'aumento di peso associato alla cessazione del fumo è in gran parte dovuto alla rimozione degli effetti della nicotina sul sistema nervoso centrale.



Meta-analysis of Cigarette Smoking and Musculoskeletal Injuries in Military Training

SHERYL A. BEDNO¹, RHONDA JACKSON^{2,3}, XIAOSHU FENG^{2,3}, IMANI L. WALTON⁴, MICHAEL R. BOIVIN²,
and DAVID N. COWAN^{2,3}

Cigarette Smoking and Exercise-Related Injuries Among Young Men and Women

Maja Altarac, MD, PhD, John W. Gardner, MD, DrPH, Rose M. Popovich, MPH, Robert Potter, DVM, MPH,
Joseph J. Knapik, ScD, Bruce H. Jones, MD, MPH

I fumatori hanno un rischio maggiore di lesioni muscoloscheletriche e recuperano più lentamente. La nicotina riduce l'ossigenazione dei tessuti, peggiora il flusso sanguigno e rallenta la sintesi proteica, causando guarigione più lenta, più complicazioni e maggiore vulnerabilità alle recidive.

L'Equipe Explique

Peut-on être à la fois fumeur et sportif ?

Si può essere allo stesso tempo fumatori e sportivi?

Peut-on à la fois être fumeur et sportif ? - Tous sports - Sante

L'Équipe explore

ORIGINAL RESEARCH ARTICLE

Should We be Concerned with Nicotine in Sport? Analysis from 60,802 Doping Control Tests in Italy

Thomas Zandonai^{1,2,3} · Francesco Botrè^{4,5} · Maria Gabriella Abate⁴ · Ana Maria Peiró^{2,6,7} · Toby Mündel^{8,9}

Accepted: 2 February 2023 / Published online: 24 February 2023
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Abstract

Background Nicotine is a psychostimulant drug with purported use in sports environments, though the use of nicotine among athletes has not been studied extensively.

Objective The aim of this study was to assess the nicotine positivity rate in 60,802 anti-doping urine samples from 2012 to 2020.

Methods Urine samples obtained in-competition at different national and international sports events held in Italy during the period 2012–2020 were analysed. All samples were from anonymous athletes that were collected and analysed at the DA-accredited antidoping laboratory in Rome, Italy. Samples were analysed by gas chromatography coupled with mass spectrometry, with a cut-off concentration for nicotine of > 50 ng/mL. Results were stratified by year, sport and sex.

Results An overall mean of 22.7% of the samples ($n = 13,804$; males: $n = 11,099$; females: $n = 2705$) showed nicotine intake.



Evidence level of physical exercise in the treatment of substance abuse/dependence: An overview of systematic reviews including 53 meta-analyses that comprised 103 distinct clinical trials

Javier Martínez-Calderon^{a,b,*}, Olga Villar-Alises^{a,b}, Cristina García-Muñoz^{b,c}, Javier Matías-Soto^{b,d}

Tabella 1. Schematica rappresentazione degli studi che hanno mostrato risultati significativi sull'astinenza da fumo ai follow-up di 3 e 6 mesi.

Studio	Partecipanti	Intervento
(Marcus, Albrecht, Niaura, Abrams, & Thompson, 1991)	20 fumatrici (almeno 10 sigarette al giorno negli ultimi 3 anni).	Esercizio supervisionato al cicloergometro; Durata: 30-45 minuti. 3 sessioni a settimana per 15 settimane; Intensità: 70-85% della frequenza cardiaca massima.
(Marcus et al., 1999)	281 fumatrici sedentarie (almeno 10 sigarette al giorno negli ultimi 3 anni).	Esercizio supervisionato di attività aerobica; Durata: 40-50 minuti. 3 sessioni a settimana per 12 settimane; Intensità: 60-85% della frequenza cardiaca massima.
(Martin et al., 1997)	205 fumatori (almeno 10 sigarette al giorno negli ultimi 3 anni).	Camminata al tapis roulant o esercizio con la cyclette; Durata: 15-45 minuti. 3 sessioni a settimana per 8 settimane; Intensità: 60-70% della frequenza cardiaca massima.
(Bock et al., 2012)	55 fumatrici sedentarie (almeno 5 sigarette al giorno negli ultimi 3 anni).	Yoga; Durata: 60 minuti. 2 volte alla settimana per 8 settimane.

Take home message

Prodotti come Velo e Vuse, caratterizzati da un elevato contenuto di nicotina e da una forte attrattività per giovani e atleti, contribuiscono a un aumento dei consumi e comportano un alto rischio di dipendenza e di avvio al fumo.

Circa il 23% dei campioni antidoping analizzati presenta livelli significativi di nicotina, evidenziando un uso sorprendentemente diffuso nel contesto sportivo e spesso percepito come privo di rischi (Olimpiadi Milano-Cortina 2026).

L'esercizio fisico potrebbe essere un ottimo coadiuvante per uscire dalla dipendenza da nicotina, solo se integrato in un processo di recupero multidisciplinare e mettendo in atto protocolli validati **con efficacia per il craving e per l'astinenza a breve termine.**

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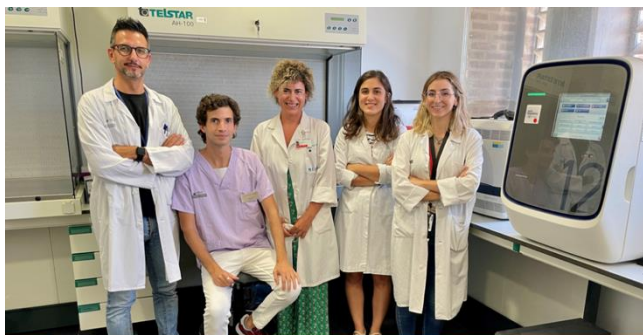
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**Grazie per
l'attenzione!**