

**SPIT TOBACCO
&
SPITLESS
TOBACCO**

Spit tobacco (often called smokeless by the tobacco industry) is being marketed as a “safe” alternative to smoking, but...

**SMOKELESS IS
NOT
HARMLESS!**

Spit Tobacco

- Chewing tobacco
 - Loose leaf
 - Plugs
 - Twists



What is spit tobacco?

- Snuff – finely ground tobacco, pinch or pouch placed between the cheek and gum
 - Loose leaf in pouches
 - Dry
 - Moist



Other “Smokeless” Products

- Ariva
- Exalt
- Revel



Chemicals in Spit Tobacco

- Cadmium (car batteries)
- Polonium 210 (nuclear waste)
- Lead (banned from paint products)
- Formaldehyde (embalming fluid)
- Arsenic (rat poison)
- Cyanide (used in the gas chamber)
- Nitrosamines (potent cancer-causing agents)

Chemicals in Spit Tobacco

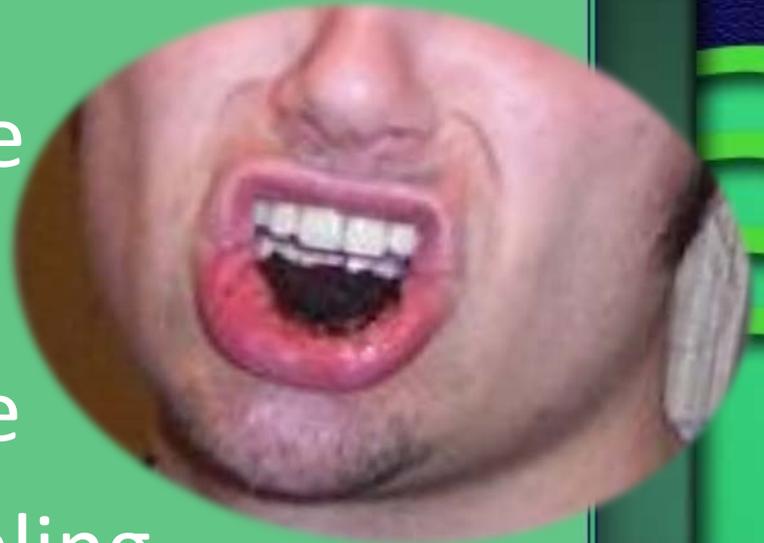
- Nickel
- Nicotine
- Pesticides
- Flavoring Agents
- Acetaldehyde
- Benzopyrene (cancer-causing)
- Hydrazine
- Uranium 235 and 238

Over 30 metals

Spit tobacco has
over 3,000
chemicals including
**28 known
carcinogens.**

Spit Tobacco Health Issues

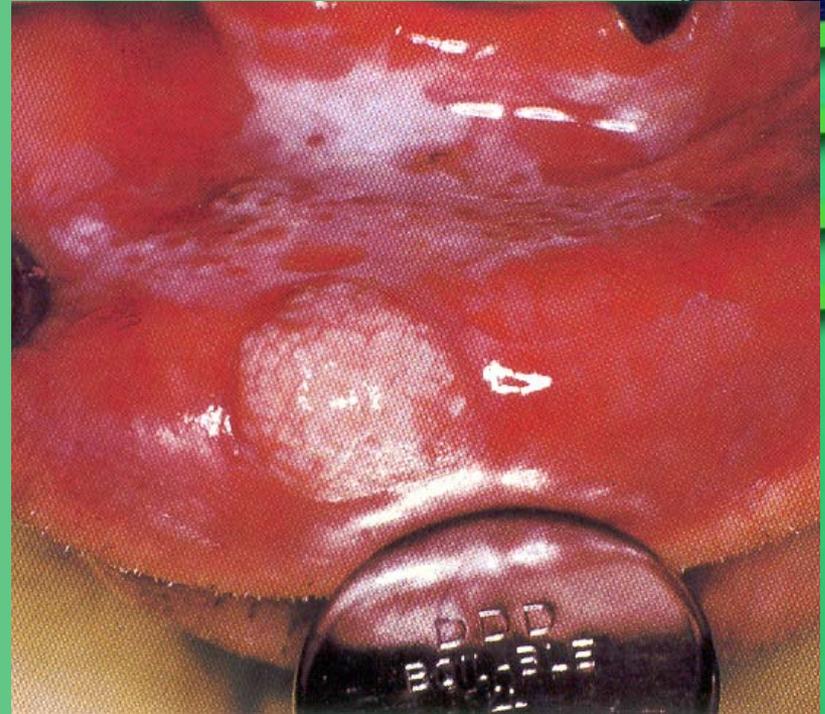
- Nicotine addiction
- Increased heart rate
- Stroke
- High blood pressure
- Delayed wound healing
- Peptic ulcer disease
- Low birth weight babies



An average size “**dip**”
of spit tobacco in the
mouth for **30 minutes**
delivers as much
nicotine as **three**
cigarettes.

Spit Tobacco Health Issues

- Leukoplakia (pre-cancer)
- Oral Lesions
- Oral cancer (50 times more likely)
- Throat cancer



Leukoplakia

Spit Tobacco Health Issues

- Tongue cancer
- Lip cancer
- Gum disease
- Receding gums
- Decayed dental root surfaces
- Cavities



Gum Disease/Tooth Decay

Oral Health Effects of Spit Tobacco Usage

- Stained teeth, lips and tongue
- Tooth decay
- Tooth loss
- Drooling
- Bad breath



Too Much Spit?



Spit tobacco users are **SIX TIMES** more likely than non-users to get mouth or throat cancer **AND** only about half of the people diagnosed with these cancers are alive after **FIVE YEARS**.

Why Oral Tobacco Use is Increasing

- Increased smoking restrictions
- Positive macho advertising images
- Milder and sweeter brands
- “Harm reduction,” “risk reduction,” and/or “exposure reduction”

What is Swedish Snus?

- Ground tobacco dating from the late 1700's
- Moist (more than 50% water), "easy to use"
- Swedish snus contains four main ingredients - tobacco, of course and
 - Water
 - Salt
 - Humectants (to preserve moisture)
 - Flavor Additives

What is Swedish Snus?

- Placed under *upper* lip
- Typically, no need for spitting
- Snus is steam-cured (rather than fire-cured)
- Not fermented
- Contains no added sugar
- Manufactured primarily in Sweden and Norway



Mini Pouch Snus

What is Swedish Snus?

- Low concentrations of TSNA (cancer causing)
- Low levels of toxins
- High pH (7.5-8.5) results in “free” or unbound nicotine
- High delivery of nicotine



Kinds of Snus

- Loose-weight
- Portion-packed
 - Pouched
 - White
 - Mini (0.5g – 20 pieces per tin)*
 - Large (1g – 24 pieces per tin)
 - Maxi (1.7g – 17 pieces per tin)

* A favorite of women



Loose-weight Snus

Swedish Snus



American Snus



How is American Snus Different?

- Smaller portion sizes (.23g)
- Pasteurized
- Utilizes flavor-film technology
- Is dry – 12% moisture
- Low pH – less “free” nicotine



Why does Marlboro Snus deliver so little nicotine?

- Test market consumers
- New products – graduation method
- “Vaccinate” U.S. smokers against switching to snus
- Encourage “dual” usage
- Perceived reduction of litigation risks

Other Differences

- Sweden has a rigorous system of controls
 - Manufacture
 - Shipping
 - Storage
- Sweden does not permit marketing and advertising of snus or any other tobacco product

United states has no regulation of smokeless tobacco products.

So how is snus being marketed?

- Refrigerators on the front counter
“A customer can’t help but ask about the product.”
- Coupons
“There was a huge amount of coupon drop...stores were selling 11.1 packs per store per week...sales continually declined to a low of 2.3 packs per store per week [after coupon distribution stopped].”
- Promotional price allowances to customers
(Cut from \$2.50 to \$1.79/pack)

So how is snus being marketed?

- Promotions to retailers from manufacturers – free trials and bundles
- Communication at store level
 - “The best method to get people to try it is via our cashiers...managers make sure cashiers are engaging the customer.”
- Promoting harm reduction
- Internet

GET A **FREE**
SLIDEPAK™
DETAILS INSIDE

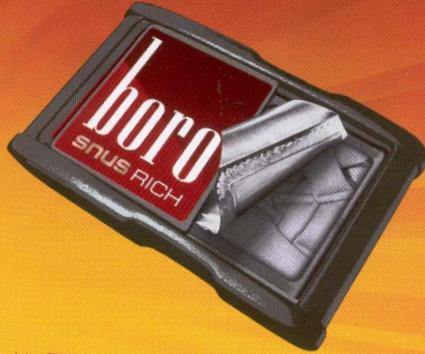


Marlboro **snus**
★ **FLAVOR ANYTIME™**

OFFER LIMITED TO ELIGIBLE TOBACCO CONSUMERS 21 YEARS OF AGE OR OLDER

determined that smokeless
and cause serious diseases.
a.com or call 1-800-985-9889.

- ››› **EASY-OPEN SLIDEPAK™**
- ››› **SEALED IN FOIL TO HELP
KEEP FLAVOR FRESH**



HOW TO SNUS

Just tuck between your
**CHEEK AND
GUM**
and Let It Ride

LASTS ABOUT TWICE AS LONG AS A CIGARETTE
NO NEED TO SPIT.
PLEASE DON'T CHEW OR SWALLOW.

THE BREAKDOWN

Small
★ **WHITE POUCH** ★
HARD TO BELIEVE
THE FLAVOR IS SO BIG.



Selected
★ **DRIED TOBACCO** ★
UNLIKE DIP, YOU DON'T
HAVE TO SPIT.

Unique
★ **FLAVOR STRIP** ★
KICKS THE FLAVOR
INTO OVERDRIVE.

The “new” target?



RJR (Camel) Adds Test Cities

- Atlanta
- Baltimore/
Washington
- Chicago
- Los Angeles
- Miami
- Minneapolis/St. Paul
- New York City
- Oakland/San
Francisco
- Seattle

All Have Smoke Free Ordinances

What do
the
tobacco
industry
“fat cats”
say?



- “It’s becoming more socially acceptable.”

Dan Butler, President
U.S. Smokeless Tobacco

- “...[snus is] an effort to create a different tobacco category in the United States.”

Tommy Payne, Vice President
R.J. Reynolds

- “It’s the smoke stupid.”

Tommy Payne, Vice President
R.J. Reynolds

So what
about “harm
reduction?”

What does the
tobacco industry say
about smokeless
tobacco, illness and
disease?

BRYAN CAVE LLP

700 THIRTEENTH STREET, N. W.
WASHINGTON, D.C. 20005-3060
(202) 508-6000
FACSIMILE: (202) 508-6200

ST. LOUIS, MISSOURI
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IN ASSOCIATION WITH BRYAN CAVE ILLINOIS
CHICAGO, ILLINOIS

DANIEL C. SCHWARTZ
PARTNER
DIRECT DIAL NUMBER
(202) 508-6025

RIYADH, SAUDI ARABIA
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IN ASSOCIATION WITH BRYAN CAVE
& MULTINATIONAL PARTNERSHIP
LONDON, ENGLAND

INTERNET ADDRESS
DSCHWARTZ@BRYANCAVELLP.COM

February 5, 2002

The Honorable Donald S. Clark
Secretary
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Request for Advisory Opinion

Dear Secretary Clark:

U.S. Smokeless Tobacco Company ("USSTC"), a subsidiary of UST Inc. ("UST"), requests that the Commission, pursuant to section 1.1 of its Rules of Practice, issue an advisory opinion regarding the acceptability of communicating in advertising that smokeless tobacco products are considered to be a significantly reduced risk alternative as compared to cigarette smoking. Such action by the Commission would address an issue of significant public interest to adult tobacco consumers, USSTC, and other smokeless tobacco manufacturers.

For decades, the public health community in the United States has asserted that cigarette smoking is the most deadly epidemic of modern times. For almost as long, the message of the

"...it is USSTC's position that smokeless tobacco has not been shown to be a cause of any human disease."

and would facilitate public discussion of this novel and important issue.

Swedish Match - Microsoft Internet Explorer

Address: http://www.swedishmatch.com/eng/index.asp

Home Svenska Contact Subscribe Help

SWMA +1.25 77.00 SEK
Fri, 8 Oct 2004, 2:29 p.m. CET

About Swedish Match Products & Brands Investor Relations Media

Submission

Submission to the WHO Public Hearing on Framework Convention on Tobacco Control

Snus - The Swedish Experience

The purpose of this paper is to present the views of Swedish Match on the WHO Framework Convention on Tobacco Control, and especially in relation to the Swedish snus. This paper summarises the scientific data available regarding snus, as we, to the best of our knowledge, understand them.

Swedish Match is a Sweden based international group and one of the world's leading companies in the area of niche tobacco products, collectively known as Other Tobacco Products - Smokeless Tobacco, Cigars and Pipe Tobacco. Swedish Match has long experience within the OTP area and is among the leaders in terms of technical expertise relating to product development and production processes. Swedish Match's extensive

Snus and harm reduction strategies

Swedish Match has put a lot of effort into improving product quality in order to minimise any possible health risks. This goes all the way from the selection of leaf tobacco to the manufacturing process. Swedish Match selects its raw materials carefully taking into

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“... the views of Swedish Match on ... Swedish snus ... Swedish snus does not increase the risk of dysplastic changes and is not a risk factor for oral or gastric cancer.”

What does the vast majority of the *public health* community say about spit tobacco, illness and disease?

The oral use of smokeless tobacco represents a significant health risk.

It is not a safe substitute for smoking cigarettes.

It can cause cancer and a number of noncancerous oral conditions.

It can lead to nicotine addiction and dependence.



Surgeon General C. Everett Koop On
Smokeless Tobacco (1986)



Surgeon General Richard Carmona On
Smokeless Tobacco (2003)

- “... I cannot conclude that the use of any tobacco product is a safer alternative to smoking.”
- “There is no significant scientific evidence that suggests smokeless tobacco is a safer alternative to cigarettes.”
- “Smokeless tobacco *does* cause cancer.”
- “As Surgeon General I cannot recommend use of a product that causes disease and death as a ‘lesser evil’ to smoking.”
- “... any public health recommendation that positions smokeless tobacco as a safer substitute for cigarettes or as a quitting aid would be premature and dangerous.”

Other Public Health Authorities' Views On Smokeless Tobacco?

U.S. National Cancer Institute - *“The bioassay data strongly support the epidemiological observation that ST is carcinogenic to humans. Twenty-eight carcinogens have been identified in chewing tobacco and snuff. The high concentrations of N-nitrosamines in ST, and especially the high levels of TSNA, are of great concern.”* [Source - National Cancer Institute, *Smoking and Tobacco Control Monograph 2: Smokeless Tobacco or Health: An International Perspective, September 1992*]

Other Public Health Authorities' Views On Smokeless Tobacco?

U.S. National Toxicology Program - "*The oral use of smokeless tobacco is known to be a human carcinogen* based on sufficient evidence of carcinogenicity from studies in humans which indicate a causal relationship between exposure to smokeless tobacco and human cancer." [Source - National Toxicology Program, 10th Report on Carcinogens: Revised December 2002]

Other Public Health Authorities' Views On Smokeless Tobacco?

World Health Organization - *“There is conclusive evidence that certain smokeless tobacco products increase risk of oral cancer, specifically ... smokeless tobacco in the United*

States.” [Source - *World Health Organization Scientific Advisory Committee on Tobacco Product Regulation, Scientific Advisory Committee on Tobacco Product Regulation Recommendation on Smokeless Tobacco Products, 2003*]

Is there such a thing as a harm reducing tobacco product?

“There is no evidence currently that use of any product, other than those that lead to cessation, can achieve harm reduction from tobacco.”

National Academy of Science's Institute of Medicine
2001 Report, "Clearing the Smoke"

Where do we go from here?

- Address the public health controversy
- Conduct “valid” comparative research
- Advocate for FDA regulation of tobacco products
- Continue to monitor tobacco industry tactics

THANKS!

Amy M. Jeffers, MA, CPP
Pathways Regional Prevention Center
P.O. Box 790 • Ashland, KY 41105
1-606-328-8588 Ext. 4099
amy.jeffers@pathways-ky.org