

# LET'S BE TOTALLY CLEAR.

INHALING SECONDHAND SMOKE IMMEDIATELY INCREASES YOUR RISK FOR HEART DISEASE.

THE LOUISIANA CAMPAIGN FOR  
TOBACCO-FREE  
LIVING

TOBACCO  
Control Program

## October 2009 TOBACCO INDUSTRY UPDATE NEW TOBACCO PRODUCTS ALERT



On the heels of its January release of "Camel Orbs," the R.J. Reynolds tobacco company has released two new additional dissolvable tobacco products: Camel Strips and Camel Sticks.

For smokers who can't light up in the office or at a restaurant, these new products will let tobacco melt in their mouth anytime, anywhere. The dissolvable product is the first such product by a major tobacco company and is part of a booming market in smokeless alternatives to cigarettes as smoke-free laws sweep the nation.

In the past two years, the nation's two largest cigarette companies, R.J. Reynolds and Philip Morris USA, have moved into the smokeless tobacco market as cigarette sales continue to fall. Each introduced smokeless pouches or "snus," touted as spit-free products that sit inside the mouth. They also bought smokeless tobacco companies.

"We've been very pleased with the consumer response" to Marlboro Snus, says one spokesman of Altria Group, which owns Philip Morris USA. He says smokeless is a "growing category" with sales rising 6%-8% annually. He says cigarette sales are falling 2%-3% each year. Many public-health advocates are alarmed.

"These products are designed to enhance social acceptability of tobacco," says another spokesman. "They've left the realm of traditional tobacco products" and are more akin to food. He says they may pose fewer health risks than cigarettes because they are smokeless, but he says they're dangerous because they keep people addicted. Also, he says, they're attractive to kids, because they're easy to hide.

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## *Editorial*

As smoke-free policies take hold more and more and as smoking rates begin to fall in the U.S., the tobacco companies are becoming more desperate to maintain their place in the market and are fighting to maintain a strong addicted client base.

As smokers and non-smokers alike die daily from tobacco use and secondhand smoke exposure, leaving them with a fewer customers, the tobacco industry is taking aim at youth and young adults to get them hooked and keep them hooked for life by introducing hand held concealable tobacco products. Gimmick-based products, like Camel Strips and Sticks, are likely to continue to keep current smokers hooked and could seduce new young smokers.

Smoke-free indoor policies are forcing the tobacco companies to think creatively about new nicotine delivery systems, like the Strips and Sticks so smokers don't completely have to sacrifice their addiction.

As part of tobacco prevention and control efforts, TFL continues to educate and raise awareness about the tobacco industry's new products and marketing tactics. Beware of new product releases and specific marketing that targets youth and young adults in your area.