

LET'S BE TOTALLY CLEAR.

INHALING SECONDHAND SMOKE IMMEDIATELY INCREASES YOUR RISK FOR HEART DISEASE.



APRIL 2009 TOBACCO INDUSTRY UPDATE

NEW PRODUCT ALERT: CAMEL SNUS

R.J. Reynolds, Lorillard, and Phillip Morris are actively test marketing **SNUS** in retail outlets in southern states such as North Carolina, Florida and Texas. And while snus haven't "officially" hit the tobacco retail scene in Louisiana, a retail locator search on www.camelsnus.com produced a list of two **New Orleans** retail locations and one **Shreveport** store where snus are actually available for purchase. Additionally, there is easy access to Swedish snus products through internet-based tobacco shops.

WHAT IS SNUS?

SNUS (*pronounced snoos, like loose*) is a "smokeless" and "spit less" tobacco product that is packaged in a dry, teabag-like pouch and placed between the lower lip and gums for an instant nicotine fix. Often touted as a "safer option" for smokers, snus pouches are easily concealable creating the potential for children and teenagers to experiment with and/or use the product without parent / teacher knowledge at home or in school.

Camel has an entire website dedicated to its snus product – www.camelsnus.com. Camel Snus is touted as "a tasty new way to enjoy tobacco," and the site boasts of Camel's "three tasty varieties."



Camel Snus are sold in tins of 20. The product comes in three flavors: Original, Spice and Frost. The packaging resembles a candy tin and flavors that could be appealing to kids. The tiny pouches are nothing more than an addicting shot of nicotine.

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A GROWTH STRATEGY FOR BIG TOBACCO

With the surge in smoke-free air laws and declines in cigarette sales, Big Tobacco is devising other ways to make tobacco appealing. Snus is an attempt build on the soaring sales of the “moist snuff” market and move smokeless tobacco beyond stereotypical users (such as baseball players and construction workers) into offices or restaurants where people want a nicotine fix, but can't light up. There is also concern that snus will be marketed as an alternative to quitting.

According to a recent Federal Trade Commission report, sales of moist snuff in the US have more than doubled in volume from 1986 – 2005. Tobacco companies spending on promoting such products increased more than five fold.

In a USA Today article, Tommy Payne, executive vice president for public affairs of Reynolds American is quoted as saying that the new smokeless, spit-free products (snus) are “an effort to create a different tobacco category in the US.” Payne added that he thinks snus will gain acceptance because it is convenient and discreet -- adding that scientific studies show that smokeless products pose fewer health risks than cigarettes, largely because the tobacco is not burned and inhaled into the lungs. However the reality is smokeless tobacco is a significant health risk and is no safe substitute for smoking cigarettes. All forms of tobacco use are harmful; smokeless tobacco and snus are no different.

HEALTH EFFECTS OF SMOKELESS TOBACCO

source: Centers for Disease Control and Prevention)

- Smokeless tobacco contains 28 cancer-causing agents and is a known cause of cancer, especially cancer of the oral cavity. Oral health problems strongly associated with smokeless tobacco use are oral lesions and recession of the gums.
- Smokeless tobacco use can lead to nicotine addiction and dependence.
- Adolescents who use smokeless tobacco are more likely to become cigarette smokers.
- Nationally, an estimated 3% of adults, 9% of high school students, and 6% of middle school students are current smokeless tobacco users.
- The two leading smokeless tobacco brands for users aged 12 years or older are Skoal (28%) and Copenhagen (22%).