



# Smokeless Tobacco Products



## CHEWING TOBACCO



## SNUFF



## ENERGY DIP



## SNUS

There are two main types of smokeless tobacco sold in the United States – chewing tobacco and snuff.<sup>1</sup> Both chewing tobacco and snuff come in several forms, some of which require the user to spit and others that are spitless.

### HEALTH EFFECTS OF SMOKELESS TOBACCO<sup>2</sup>

- Contains nicotine and at least 28 known cancer-causing agents.
- Associated with oral health problems such as recessed gums, gum disease, and tooth decay.
- Known to cause a number of different types of cancers including cancer of the lip, floor of the mouth, cheeks, gums, throat, voice box, esophagus, and pancreas.
- Causes bad breath, stains on teeth, and mouth sores.

### QUICK FACTS

- Most smokeless tobacco users are males.<sup>2</sup>
- Use in the United States is highest among young adult white males, Native Americans, Alaska Natives, and people living in the Southern United States.<sup>2</sup>
- Initiation happens early: 10.7% of smokeless tobacco users started before the 6<sup>th</sup> grade, 43.5% by the 9<sup>th</sup> grade, and 85% by the 11<sup>th</sup> grade.<sup>2</sup>
- Products that are designed to be smoke-free and spit-free are aggressively marketed to circumvent current smoke-free policies, decrease tobacco cessation efforts, and promote dual use of cigarettes and smokeless products.<sup>3</sup>

### MYTH VS. TRUTH

**MYTH:** Smokeless tobacco is a safer alternative to cigarettes.

**TRUTH:** There is no such thing as a safe tobacco product. Health risks of smokeless tobacco use include cardiovascular disease, cancer, and other health problems.<sup>2</sup>

**MYTH:** Smokeless tobacco can help someone quit smoking.

**TRUTH:** There is no scientific evidence to support this idea. Smokeless tobacco contains nicotine, which means users become and remain addicted to the product.<sup>2</sup>

## Chewing Tobacco

Chewing tobacco comes in three forms: loose leaf, plug, and twist (or roll)

**LOOSE LEAF:** Cured tobacco strips typically sweetened and packaged in foil pouches. Most brands are sweetened and flavored with licorice. Users place a piece of tobacco between the cheek and lower lip. Saliva is typically spit but can also be swallowed.<sup>4</sup>

**PLUG:** Cured tobacco leaves or fragments wrapped in fine tobacco and pressed into plug or brick. Most brands are flavored and sweetened with licorice. Plug tobacco is used by chewing or placing a piece between the cheek and lower lip. Saliva is spit or swallowed.<sup>4</sup>

**TWIST:** Cured tobacco leaves twisted together to resemble a rope. Twist roll tobacco is typically not sweetened or flavored. Users chew or hold twist tobacco between the cheek and lower lip. Saliva is spit or swallowed.<sup>4</sup>

## Snuff

Snuff is finely cut or ground tobacco that can be dry or moist. Snuff is sold loose, in small pouches similar to tea bags (snus), and in dissolvable lozenges or strips.<sup>5</sup>

**DRY SNUFF:** Fire-cured tobacco processed into a powder. Can be used orally by placing a pinch between the lip and gum or cheek or inhaled into the nostrils.<sup>6</sup> If used orally, saliva can be spit or swallowed.

**MOIST SNUFF:** Cured and fermented tobacco processed into fine particles and often packaged in round cans. Moist snuff can be sold loose (products such as **Skool**, **Copenhagen**, and **Kodiak**) or in small packets or sachets (such as **Skool Bandits**).<sup>6</sup> Moist snuff is sold in different cuts (short or long) and may be unflavored or flavored (e.g., mint, cinnamon, apple, berry, grape, and alcohol flavors such as whiskey).<sup>7</sup> A pinch (or dip) is placed between the lip and cheek or gum. Saliva may be spit or swallowed.<sup>8</sup> Also sold as “**ENERGY DIP**,” Revved Up is moist snuff with caffeine and other ingredients added.<sup>9</sup>

## Snus

Finely ground dry tobacco mixed with salts, water, humidifying agents, and aromatic substances. The tobacco, which is often flavored, is kept in small tea bag like pouches or sachets and placed between the upper lip and gum. Saliva is swallowed.<sup>9</sup>

**SNUS:** originally from Sweden, is sold in the United States by R.J. Reynolds and Philip Morris. R.J. Reynolds' product, **Camel Snus**, is sold in five flavors – frost, wintergreen, mint, mellow, and robust. Each tin of snus contains 15 pouches and is stored in small refrigerators to retain the products freshness.<sup>10</sup> **Marlboro Snus**, Philip Morris' product, is sold in mint and regular flavors. The product is sold in round tins with 15 pouches.<sup>11</sup> In 2013, Camel began selling snus in pouches 70% larger than the original version.<sup>12</sup>

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