

SMOKELESS

TOBACCO PRODUCTS

SMOKELESS TOBACCO PRODUCTS do not require burning to be consumed. Depending on the product, they can be sniffed, sucked, chewed, or left to sit in the mouth between the lip and gums for an extended period.

CHEWING TOBACCO

The most common type of smokeless tobacco is often called chew or dip. These products are usually sucked, chewed, or dipped. These types of smokeless tobacco products are put between a user's lower lip and cheek, which causes lots of saliva, resulting in the user's need to spit.



Chew/Dip

Pouches

SNUS

Snus, pronounced "snoose", is a moist version of snuff that has been placed in pouches. Snus is meant to be left in the mouth, under the top lip, producing little saliva making the product spit-less.



Snus Pouches

NICOTINE POUCHES

Nicotine pouches are made from nicotine extracts and contain other additives and chemicals. There is no ground or shredded tobacco leaf in these products but, rather, a nicotine powder. These pouches are similar to snus and are spit-less. Brands include Zyn, On!, and Velo. Pouches contain a nicotine salt derived from a tobacco leaf or synthetic nicotine made in a lab.



Nicotine Pouches

The amount of nicotine in these products vary by type and brand. A 2022 study found nicotine content ranged from 1.79 to 47.5 mg/pouch.¹



TOBACCO QUICK FACTS

Among youth, **males are far more likely to use smokeless tobacco.**² In California, male high school students use smokeless tobacco products at nearly 3x the rate of their female peers,³ and college-aged males use smokeless tobacco at 20x the rate of their female peers nationally.⁴

A greater proportion of white Americans use smokeless tobacco compared to any other ethnic group.²

Each day, more than 900 youth ages 12-17 use smokeless tobacco for the first time.⁵

Flavored smokeless tobacco products are particularly popular among youth. In 2019, the prevalence of flavored smokeless tobacco use among past 30-day smokeless tobacco users was 42.3% among middle school students and 49.8% among high school students.²

Younger adults use smokeless tobacco at higher rates than older adults.²

In 2020, 0.6% of **California high school students** reported current use and 2.1% reported ever use of a smokeless tobacco product.⁶

Use in the United States is **highest among adult white males aged 18-24**, and people living in the Midwest and the Southern United States.⁴

Smokeless tobacco **use is more prevalent in rural areas.** Youth who live in rural areas are 2x as likely as both urban and suburban youth to smoke or use smokeless tobacco.⁷

Use of smokeless tobacco is prevalent in **military populations.** 32.7% of service members report ever use, and 12.7% report **current use which is nearly 4x the rate of use for the general population.**⁸

UNIQUE HEALTH CONSEQUENCES OF SMOKELESS TOBACCO

Smokeless tobacco contains at least 28 known cancer-causing agents. Some of these chemicals are also found in tobacco smoke like formaldehyde, arsenic, and lead. Smokeless tobacco is also high in nicotine making these products just as addictive as combustible tobacco products.

Because smokeless tobacco products are kept in the mouth, they cause a higher risk of oral cancer and gum disease than other tobacco products. Smokeless products are also associated with other forms of cancer and diseases throughout the body, such as heart disease.



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