Texans Standing Tall

Together creating healthier
and safer communities.

SNUS & Smokeless Tobacco

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You Snus, You Lose

The Tobacco Industry's Attempt To Find "Socially Acceptable" Products

Adult Texans smoking tobacco products:

- 1993 - 23.7%
- 2007 - 18.5%.

2008 Youth Tobacco Survey:

- 24.7% in 2006
- 20.0% in 2008

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Tobacco industry searching for:

- “Socially Acceptable”
- Smokeless, spitless, odorless
- Readily available
- Not subject to the same federal regulations as cigarettes

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Tobacco industry has recently unveiled a line of “smokeless products” to counteract the drop in cigarette sales with an increase in the “smoke-free” category.

The first such product is a spitless, Swedish-style dry snuff called Snus.

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Swedish Snus:

- Regulated as a food product, and are subject to strict standards known as the Gothiatek System.

- Steam-cured rather than fire-cured, has lower concentration of tobacco-specific nitrosamines (TSNA's).

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U.S. Snus products do not publish:

- Their ingredients
- The TSNA count
- How they are cured (steam or fire)

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On average:

- An individual packet delivers the same amount of nicotine as one cigarette
- Usually a tin will contain 15-20 packets

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In stores:

- Refrigerated

Use:

- Placed under the top lip
- Can last about 30 minutes
- Released nicotine is absorbed into the bloodstream.

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Tobacco companies see several advantages:

- More “Socially Acceptable” than cigarettes
- Small
- Easily concealable

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Tobacco companies see advantages:

- No second-hand smoke
- Easier to use in public places where smoking is prohibited
- No smell
- No ashes to stain clothes
- No rooms with burnt tobacco

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Marketing:

How is the Product Packaged?

When first test-marketed Camel Snus came in canisters much like other smokeless tobacco products more easily detectable in a back pocket.

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Marketing

The package has changed

- Brighter colors
- New rectangular shape – like that of a cell phone.

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Marketing:

Flavoring -- *Camel Snus*

- Mellow
- Frost

(described as tasting like spearmint).

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Marketing:

Flavoring – Marlboro Snus

- **Rich**
- **Mild**
- **Peppermint**

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Marketing:

Snus advertised

- not as a substitute for cigarettes
- not a tool to help quit smoking

But as a “Dual Use” product

- used in places where smoking is prohibited
- as a bridge from one cigarette to the next

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Marketing:

"Dual Use" is why the products carry name:

- Camel
- Marlboro

It's a complementary product,

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Marketing:

Cross Promotion

"Buy any tobacco product and get 1 FREE TIN of Camel SNUS"

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Marketing:

"Pleasure For Whenever"

"Freedom For Smokers"

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Marketing:

Friendly price point

- Smokeless products are not subject to the same tax rates as cigarettes – they are taxed by weight.
- In Austin, TX on March 22nd,
  - $2.85 for a canister of Camel Snus
  - $4.95 for a pack of cigarettes.

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Marketing:

Target Audience is generally young, hip, and male

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Marketing :

Slang words “cigs” and “dip”

Suggests to a younger, hip audience that the product is healthier alternative to other tobacco products

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Where is it being advertised?

In Rolling Stone Magazine

According to *their* Media Kit, 26.6% of their readership is age 12-20

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Where is it being advertised?

In People Magazine

The 2008 Media Kit states that 88% of the reading audience is female and 50.9% of all households have children under the age of 18

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Coming Wave of New Tobacco Products:

"Dissolvables"

R.J. Reynolds is test marketing 3 new products smokefree, spitless and designed to dissolve as they release tobacco into the bloodstream.

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"Dissolvables"

Camel Orbs

- A "pellet" or tablet
- Looks like a breath mint
- Lasts about 15 minutes

2 flavors
- Mellow
- Fresh (mint)

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"Dissolvables"

Camel Strips

- similar to breath-freshening strips
- last approximately 3 minutes

Comes in fresh (mint) flavor

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"Dissolvables"

Camel Sticks

- Toothpick-like Stick
- Lasts about 10 minutes

Comes in mellow flavor

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"Dissolvables"

Concerns

Nicotine delivery is *high*, *flavoring*, and *ease of use* could lead to products being used like breath mints

Flavor, packaging, and *easy concealment* likely to appeal to **youth**

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Concerns

Dissolvable tobacco products include the health risks of other smokeless tobacco products:

- **Cancers of the lip**
- **Cancer of the larynx**
- **Pancreatic cancer**

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Family Smoking Prevention & Tobacco Control Act

Gave the U.S. Food and Drug Administration comprehensive authority to regulate the manufacturing, marketing, and sale of tobacco products

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Family Smoking Prevention & Tobacco Control Act

In Sept. 2009, federal officials **banned the sale of flavored cigarettes**.

Examples included cigarettes with such ingredients as chocolate, vanilla, strawberry and clove

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Family Smoking Prevention & Tobacco Control Act

Currently the ban does not include such tobacco products as **flavored small cigars**, **cigarillos** or **Snus**.

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Family Smoking Prevention
& Tobacco Control Act

Altria Group, Inc is the Nations **largest tobacco corporation**, controlling 50% of the cigarette market and 55% of the smokeless market in the U.S.

Altria eventually supported passage of the legislation

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Family Smoking Prevention &
Tobacco Control Act

Altria wants the FDA to declare smokeless products:

- "Less harmful" than cigarettes
- Allow Altria to promote smokeless tobacco as such

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Family Smoking Prevention & Tobacco Control Act

Altria states that it plans to promote the smokeless products “to complement proven prevention and cessation strategies, not to compete with them.”

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Family Smoking Prevention &
Tobacco Control Act

The Center for Tobacco Products has asked R.J. Reynolds to provide:

- Their research on the products
- The marketing information on how people **age 25 and younger** *perceive*, *use*, and *misuse* them

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Family Smoking Prevention & Tobacco Control Act

The FDA asked that they receive the requested material by the end of April.

The Tobacco Products Scientific Advisory Committee will study the issues of dissolvables later 2010.

Take Action: Youth

- Conduct an environmental scan
- Develop a youth-centered presentation
- Get youth to talk to decision makers about their personal experiences

Take Action: Parents

- Partner with community events to make sure Snus is not available to youth
- Find out school's policy on Snus and smokeless tobacco products
- Host presentations to educate your community

Take Action: Coalitions

- Talk to local sports teams about Snus promotion and distribution at games
- Bring in expert presenters to talk about the dangers of Snus
- Educate decision makers, community leaders, parents and other adults

Take Action: Open Docket

- Tobacco Related Open Docket
- A collection of documents available for public review that stores information related to a specific rule or action
- Public comment
- A tool used by decision makers

Take Action: Open Docket

- Docket #: FDA-2010-N-012
- Open until Sept. 18, 2010
- The Food and Drug Administration is providing the opportunity for interested parties to share information and ideas on how the use of dissolvable tobacco products may impact public health, such as among children.

Texans Standing Tall

Statewide Summit to Create Healthier and Safer Communities

September 15, 2010

Seton Administrative Office, Auditorium
1st Floor, 1345 Philomena Street
Austin, Texas 78723

Schedule at Presentation

- Brittany Hibbs, Public Policy Liaison, Texans Standing Tall
- (512) 442-7501
- bhibbs@texansstandingtall.org

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Thank You!

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Questions or Comments