

GOVERNMENT SAYS:

“A jihad is needed against tobacco to tell that consumption of tobacco is dangerous. The whole nation needs to come together against it.”

Ghulam Nabi Azad, Union Minister of Health & Family Welfare, India, 2010

Tobacco is used in many different ways around the world, but the global predominance is the use of **MANUFACTURED CIGARETTES, WHICH ACCOUNT FOR 96% OF TOTAL WORLDWIDE SALES**, and hence involves big business rather than small, local, rural enterprises.

The next largest components are the smoking of bidis in South-East Asia, the chewing of tobacco in India, the smoking of kreteks in Indonesia, and the use of moist snuff, which originated in Sweden but is now becoming global.

New forms of tobacco (and of its component nicotine) are constantly being invented, while older forms historically localized to specific regions of the world (such as the hookah and bidi) are becoming global. For instance, kreteks and moist snuff are currently being marketed to youth in many countries. These regional forms of tobacco sometimes gain footholds in new countries based on their exotic cachet, but to date they have not displaced manufactured cigarettes for a significant market share. Instead, they frequently serve as a gateway to addiction, luring youth and other fad smokers into lifelong dependence on nicotine.

New forms of tobacco may not be covered by existing tobacco control legislation and are thus a challenge to countries seeking to reduce the epidemic (especially to reduce youth uptake).

Despite the introduction of many new forms of tobacco, **there is still no safe way of using tobacco—whether inhaled, sniffed, sucked, or chewed**; whether some of the harmful ingredients are reduced or whether it is mixed with other ingredients.

SMOKING TOBACCO

Tobacco smoking is the act of burning dried or cured leaves of the tobacco plant and inhaling the smoke. Combustion uses heat to create new chemicals that are not found in unburned tobacco, such as tobacco-specific nitrosamines (TSNAs) and benzopyrene, and allows them to be absorbed through the lungs.

Manufactured cigarettes are the most commonly consumed tobacco products worldwide. They consist of shredded or reconstituted tobacco, processed with hundreds of chemicals and various flavors such as menthol, and rolled into a paper-wrapped cylinder. Usually tipped with a cellulose acetate filter, they are lit at one end and inhaled through the other. *Most prevalent: Worldwide*

Kreteks are clove-flavored cigarettes. They may also contain a wide range of exotic flavorings and eugenol, which has an anesthetic effect, allowing for deeper and more harmful smoke inhalation. *Most prevalent: Indonesia*

Roll-your-own (RYO) cigarettes are handfilled by the smoker from fine-cut loose tobacco and a cigarette paper. RYO cigarette smokers are exposed to high concentrations of tobacco particulates, tar, nicotine, and TSNAs, and are at increased risk for developing cancers of the mouth, pharynx, larynx, lungs, and esophagus. *Most prevalent: Europe and New Zealand*

Bidis consist of a small amount of crushed tobacco, hand-wrapped in dried (betanuri or terdu) leaves, and tied with string. Despite their small size, bidis tend to deliver more tar and carbon monoxide than manufactured cigarettes because users must puff harder to keep them lit. *Most prevalent: South Asia (and are the most heavily consumed smoked tobacco products in India)*

Pipes are made of briar, slate, clay, or other substances. Tobacco is placed in the bowl, and the smoke is inhaled through the stem. In South-East Asia, clay pipes known as sulpa, chillun, and hookli are widely used. *Most prevalent: Worldwide*

Sticks are made from sun-cured tobacco and wrapped in cigarette paper—for example, hand-rolled bras. *Most prevalent: Papua New Guinea*

Water pipes, also known as shisha, hookah, narghile or bubble-bubble, operate by water filtration and indirect heat. Flavored tobacco is burned in a smoking bowl covered with oil and coal. The smoke is cooled by filtration through a basin of water and consumed through a hose and mouthpiece. *Most prevalent: North Africa, the Mediterranean region, and parts of Asia, but now spreading around the world*

Cigars are made of air-cured and fermented tobaccos rolled in tobacco-leaf wrappers. The long aging and fermentation process produces high concentrations of carcinogenic compounds that are released upon combustion. The concentrations of toxins and irritants in cigars are higher than in cigarettes. Cigars come in many shapes and sizes, from cigarette-size cigarillos to double coronas, chachos, stamper, chuttas, and dhuruti. In reverse chutta and dhuruti smoking, the ignited end is placed inside the mouth. *Most prevalent: Worldwide*

SMOKELESS TOBACCO

Smokeless tobacco is usually consumed orally or nasally, without burning or combustion. Smokeless tobacco increases the risk of cancer and leads to nicotine addiction similar to that produced by cigarette smoking. There are different types of smokeless tobacco: chewing tobacco, snuff, and dissolvables.

Chewing tobacco is an oral smokeless tobacco product that is placed in the mouth, cheek, or inner lip and sucked or chewed. It is sometimes referred to as “spit tobacco” because of the tendency by users to spit out the built-up tobacco juices and saliva. *Most prevalent: Worldwide*

There are many varieties of chewing tobacco, including plug looseleaf, chimo, toonbak, gulkkha, and twist. For masala or betel quid consists of tobacco, areca nuts (*Areca catechu*), slaked lime (calcium hydroxide), sweeteners, and flavoring agents wrapped in a betel leaf (*Piper betle*). There are many varieties of pan masala, including kaddipadi, hogesoppa gundi, kaduparu, zarda, pattiwala, kiwari, and rushni. *Most prevalent: India*

Moist snuff consists of ground tobacco held in the mouth, between the cheek and the gum. Manufacturers are increasingly packaging moist snuff into small paper or cloth packets to make the product more convenient. Moist snuff products are known as snus, khairi, sharamasi, nasa, or naswa. Tobacco pastes or powders are similarly used, placed on the gums or teeth. Fine tobacco powder mixtures are usually inhaled and absorbed through the nasal passages. *Most prevalent: Scandinavia and US but becoming worldwide; banned in several countries*

Dissolvable smokeless tobacco products dissolve in the mouth, without expectoration; they contain tobacco and numerous added constituents whose purpose is to deliver nicotine to the user via oral mucosal absorption. They are other extensions of well-known cigarette brands, such as Camel Sticks, Strips, and Orbs; Marlboro Sticks; products by Star Scientific (Arva, Stonewall) and Zerostyle Mint by Japan Tobacco. These reveal oral smokeless tobacco products are developed for use by smokers in any situation where they cannot or choose not to smoke. *Most prevalent: High-income nations*

Dry snuff is powdered tobacco that is inhaled through the nose or taken orally. Once widespread, particularly in Europe, the use of dry snuff is in decline. *Most prevalent: Europe*

