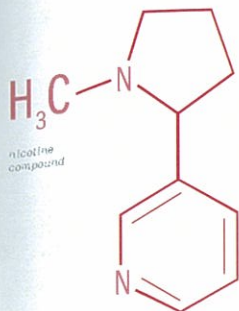


RESEARCH SAYS:

“Nicotine is a highly addictive drug, and to make it look like a piece of candy is recklessly playing with the health of children.”

Gregory Connolly, Harvard University, U.S., 2010



THE INDUSTRY MUST SAY:

“We told Congress under oath that we believed nicotine is not addictive. We told you that smoking is not an addiction and all it takes to quit is willpower. Here’s the truth: Smoking is very addictive. And it’s not easy to quit. We manipulated cigarettes to make them more addictive.”

One of the US Department of Justice’s Proposed Corrective Statements for Cigarette Companies, 2011

With the exception of oral tobacco products, tobacco is typically consumed through combustion, in which tobacco leaves are burned at high temperatures and the resulting smoke is inhaled. Combustion is the most efficient method of delivering nicotine to the brain.

TOBACCO COMPANIES UNDERSTAND THE IMPORTANCE OF NICOTINE AND WANT TO CONTINUE TO BE THE PROVIDERS OF CHOICE FOR NICOTINE PRODUCTS, but they also understand the dangers created by the combustion of tobacco products, most notably that

customers routinely die from their use. Therefore, tobacco companies are creating new products to keep individuals addicted to nicotine while reducing toxic exposures caused by combustion. Such products include noncombustible cigarettes (e.g., Eclipse, Premier) and oral tobacco (e.g., lozenges, strips, snus, orbs), some of which are dissolvable. There is an urgent need for research and regulation of these products.

Beginning in the 1970s, pharmaceutical companies began providing nicotine replacement therapy (NRT) to ease nicotine withdrawal symptoms.

Less harmful & heavily regulated

PHARMACEUTICAL COMPANIES

Pharmaceutical companies sell *nicotine replacement therapy* to assist with smoking cessation. These products are heavily regulated and companies are required to demonstrate that they are safe and effective.



ENTREPRENEURS

Entrepreneurs create products to bypass tobacco bars while maintaining nicotine addiction. Examples of products include *nicotine water, lollipops, and electronic cigarettes*.



CONTINUUM OF HARM

Tobacco companies are becoming more interested in nicotine delivery technology in an effort to capitalize on the \$3.6 billion global market for smoking cessation aids.

TOBACCO COMPANIES

Tobacco companies have launched nontraditional products, such as *snus, orbs, and lozenges* in high-income countries to ensure consumers maintain their tobacco addiction. They are also purchasing patents for alternative nicotine delivery systems, such as aerosol technology. Tobacco companies continue to provide traditional combustible cigarettes to consumers, especially those in low- and middle-income countries.



“In one regular cigarette, the average amount of nicotine the smoker gets ranges between about 1 mg and 2 mg. But the cigarette itself contains more nicotine than this. The amount people actually take in depends on how they smoke, how many puffs they take, how deeply they inhale, and other factors.”

American Cancer Society, 2011

SIDE EFFECTS AND CONTINUUM OF HARM:

These products are generally safe when used as directed and are *heavily regulated*. Minor side effects include stomach irritation, rash, etc.

SIDE EFFECTS AND CONTINUUM OF HARM:

These products are *unregulated*, and the side effects and dangers are unknown. Although, e-cigarettes are marketed as a “safe” alternative to smoking, laboratory analyses found carcinogens and toxic chemicals in these products.

SIDE EFFECTS AND CONTINUUM OF HARM:

Combustible cigarettes result in significant morbidity and mortality. This is the most dangerous and harmful way to absorb nicotine, and the products are *unregulated*. Smokeless tobacco products are known to be addictive and harmful. While less is known about newer products, they likely have some level of harm associated with their use.



“Snus is less dangerous than cigarettes, for sure, but it is very hard to find anything more dangerous than cigarettes. There is no natural law that says 30 percent of the population should be nicotine addicts.”

Goran Pershagen, Karolinska Institute, Sweden, 2007

If you’ve decided to quit tobacco use, we support you. But if you’re looking for smoke-free, spit-free, drama-free tobacco pleasure, Camel Snus is your answer!