

CONSUMER SAYS:

“Beta ek gutka khane ka itna shauk hai to ek kaam kar. Ek dost aur banna. Kaandha deney ke kaam aayega. Son, if you are so fond of eating gutka [chewing tobacco], make sure you make a friend so that you have someone to help carry your coffin.”

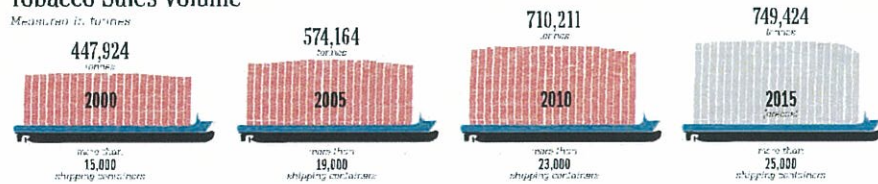
*Title track from Bollywood movie, Wanted, India, 2009*

Smokeless tobacco accounts for a significant and growing portion of global tobacco use, especially in South Asia. Over 25 distinct types of smokeless tobacco products are used worldwide, including both commercialized and local or homegrown products, used orally and nasally. Some products combine tobacco with substantial amounts of chemical additives and other plant material that may confer additional risk to the user. Moreover, smokeless tobacco products contain many of the toxins and carcinogens found in cigarettes, and thus result in many of the same diseases caused by smoking. In addition, smokeless tobacco use increases periodontal disease, tooth loss, and precancerous mouth lesions.

Despite the harm from smokeless tobacco use to both individuals and society at large, these products are not sufficiently regulated in many countries. The landscape of smokeless tobacco manufacturing and marketing is rapidly evolving. THE LARGEST AMERICAN, BRITISH, AND JAPANESE CIGARETTE COMPANIES HAVE ENTERED THE SMOKELESS TOBACCO MARKET AND ARE BRANDING THEIR SMOKELESS PRODUCTS AS AN EXTENSION OF CIGARETTE BRANDS. A COMPLEMENT TO BE USED IN SMOKE-FREE ENVIRONMENTS. Understanding this “dual-use” consumption pattern will be essential to developing an appropriate regulatory structure for smokeless tobacco.

Global Smokeless Tobacco Sales Volume

Measured in millions



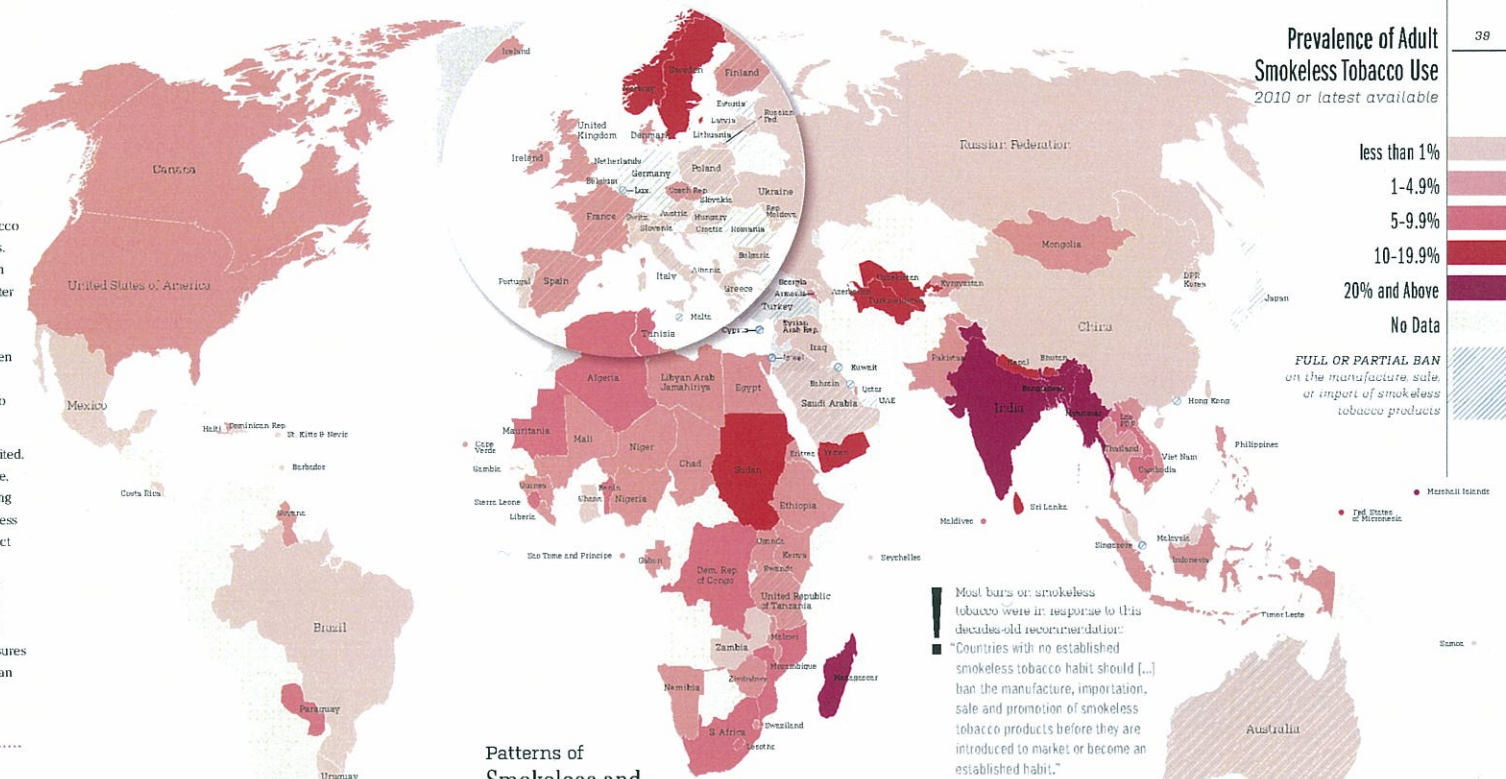
Global patterns of smokeless tobacco use vary widely. The import and sale of smokeless tobacco products are banned in 40 countries and areas. In some countries, like Finland and Egypt, men use smokeless tobacco products in much greater numbers than women because such products are perceived as masculine; in countries like South Africa, Thailand, and Bangladesh, women use smokeless tobacco products more than men because they are seen as a discreet way to consume tobacco.

Research addressing smokeless tobacco is limited. Monitoring and surveillance systems are scarce, and significant research gaps exist in identifying ingredients, additives, and toxicities of smokeless tobacco products. Little is known about product pricing, substitution of smokeless tobacco for smoked tobacco, and youth susceptibility to smokeless tobacco use. Policies to control smokeless tobacco are underdeveloped. The integration of smokeless tobacco control measures into the wider framework of tobacco control can help to curb its use.

THE INDUSTRY SAYS:

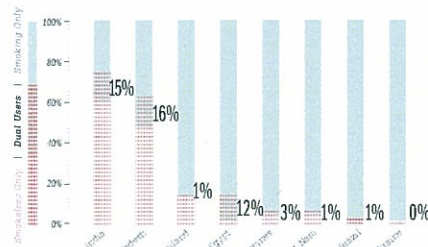
“We adopted our core strategy for growth: and that was to expand the smokeless tobacco category by converting adult smokers to smokeless tobacco.”

*Daniel Butler, President, U.S. Smokeless Tobacco Company, 2008*



Patterns of Smokeless and Smoking Dual Tobacco Use

Among current tobacco users in selected Global Adult Tobacco Survey (GATS) countries, 2008-2010



Amount of Snuff vs. Cigarettes Sold

Measured in metric tonnes, Sweden, 1990-2010

