

# Big tobacco targets **kids**.

*The more they're exposed, the more likely they are to smoke.*

## Dissolvable Tobacco

Fine-milled tobacco in a dissolvable candy-like base. Dissolves completely in mouth.



### Health Effects:

Nicotine levels range from product to product, but one piece of dissolvable tobacco usually contains as much, if not more, nicotine than one cigarette. These products are untested, so their chemical content and resulting safety is unknown.

### Common Brands:

- *Camel Orbs, Sticks, and Strips:* Fresh and Mellow. Nicotine levels range from 0.6 to 3.1 mg.\* ++
- *Marlboro and Skoal Sticks:* Rich, Cool Mint, and Smooth Mint. Nicotine levels unknown.
- *Ariva and Stonewall:* Wintergreen and Java. Nicotine levels range from 1.5 to 4 mg.\* ++

### What's the Tactic?

- Easy to use, so there is no learning curve for kids interested in trying them
- Sweet and candy-flavored; this similarity to familiar products makes kids more comfortable trying them.
- Ariva hires teen-fan celebrities such as Paris Hilton and Lindsay Lohan to promote its product.
- These products are cheap, so they are easy for kids to purchase as an impulse buy; Ariva has been sold for \$3 to \$4 in Massachusetts.

\* Toxicology Section Newsletter - March 2009, Vol 16, #1

++ Cigarettes have less than 2mg of nicotine, on average.

***It's a fact:*** Research shows that kids who shop at stores with tobacco two or more times a week are **64% more likely to start smoking than their peers who don't.**

\*Source: Henriksen, Schleicher, Feighery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics. July 19, 2010, DOI: 10.1542/peds.2009.3021