

Big tobacco targets **kids**.

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

Snus (pronounced “snoose”)

Moist snuff in small teabag-like pouches. Used like snuff, but no spitting.



Health Effects:

- Increased risk of pancreatic and oral cancers. Needs refrigeration or carcinogenic nitrosamines build up.
- One pouch can contain 2 mg – 19 mg of nicotine. (Cigarettes have less than 2mg of nicotine, on average.)
- These products are untested, so their chemical content and resulting safety is unknown.



Common Brands:

Camel Snus: Mellow, Frost

Marlboro Snus: Rich, Mild, Mint, Spice

Triumph (Swedish Brand)*

Other common snuff brands as a 'pouch' variety

What's the Tactic?

- Heavily marketed by the tobacco industry as a product that can be used where smoking is prohibited
- Sold with candy-like flavors that mask the stronger taste of tobacco
- Snus is cheap, so it is easy for kids to purchase as an impulse buy — a can of 12 pouches can cost as little as \$2.00.

*Has its origins in Scandinavia. Is illegal everywhere in Europe except for Sweden and Norway.



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