

Snus: the original reduced-harm tobacco product*

Although not risk-free independent evidence^{1,2} suggests it's

> **95-99%** less harmful than cigarettes



Consumed orally by placing under the lip



Smokeless, so lacks the harmful toxicants and carcinogens associated with cigarette combustion



Used for centuries in Scandinavia*



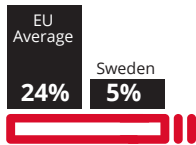
Gentle heating during manufacture reduces the number of cancer-causing chemicals that form in the tobacco



Snus is currently banned across the EU, except in Sweden where it originates

This is preventing millions of smokers from experiencing its potential harm reduction benefits

SWEDEN



Thanks to the popularity of snus as a cigarette substitute, Sweden enjoys the lowest smoking rate in Europe (5%)^{3,4}



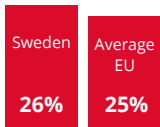
Achieving a smoking rate of >5% is the goal of multiple European states by 2040.⁵ Thanks to snus, Sweden is decades ahead of the majority of its fellow members



Only 10% of Swedish snus users also smoke cigarettes⁶ suggesting its potential ability to fully 'off-ramp' adult smokers



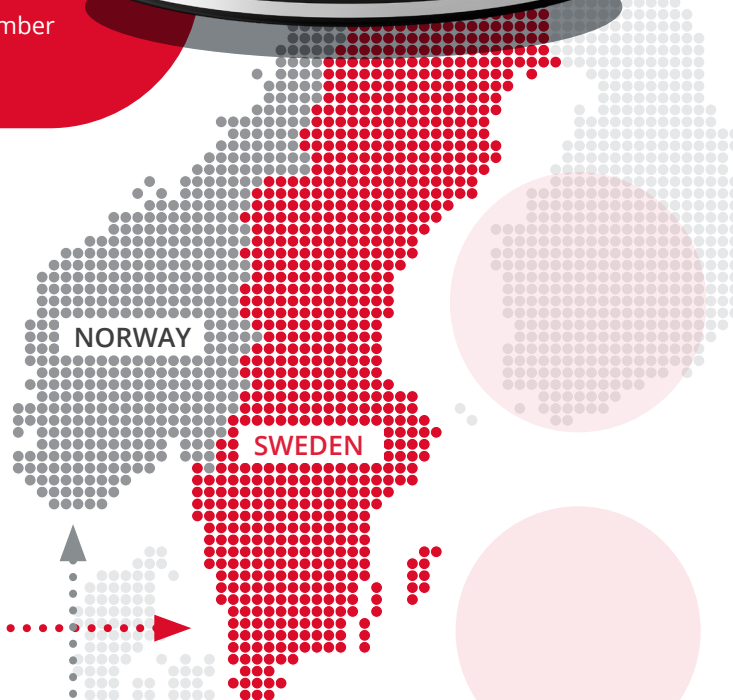
Snus is typically used by more men than women, although it's becoming increasingly popular with both genders⁷



Primarily owing to snus, Sweden's male adult tobacco consumption is actually slightly higher than the EU average^{3...}



...yet Swedish males also have the lowest incidence of lung cancer in Europe.⁸ This suggests, rather than tobacco itself, it's the harmful chemicals in cigarette smoke that cause lung cancer⁹



Snus is legal in Norway as it isn't an EU member state



More adults in Norway use snus than smoke — 12% vs. 11%¹⁰ —



Similar to Sweden, dual use of snus and cigarettes is low¹¹



UK Royal College of Physicians

"In Norway, snus is associated with smoking cessation"¹⁴

*Contemporary snus has evolved from an early precursor product, first used in Sweden over 300 years ago
¹ Kenneth Warner quoted in Twombly, R. Snus in Use in the US: Reducing Harm of Creating It JNCI 102:19 https://bit.ly/35vH7LW
² Gartner CE, Hall WD, Vos T, Bertram MY, Wallace AL, Lim SS. Assessment of Swedish snus for tobacco harm reduction: An epidemiological modelling study. Lancet. 2007;369:2010-4
³ Eurobarometer 458. Attitudes of Europeans Towards Tobacco and Electronic Cigarettes. 2017
⁴ Royal College of Physicians. Nicotine Without Smoke: Tobacco Harm Reduction. 2016. https://bit.ly/2zrTBVM
⁵ European Network for Smoking and Tobacco - Mission and Vision http://ensp.network/mission-and-vision/
⁶ Lee PN. Summary of the epidemiological evidence relating snus to health. Regul Toxicol Pharmacol. 2011;59:197-214
⁷ Rodu B, & Phillips, C., 2008. Switching to smokeless tobacco as a smoking cessation method: evidence from the 2000 National Health Interview Survey. Harm Reduction Journal, Volume 5, p. 18
⁸ Ferlay J, Ervik M, Lam F, Colombet M, Mery L, Piñeros M, Znaor A, Soerjomataram I, Bray F (2018). Global Cancer Observatory: Cancer Today. Lyon, France: International Agency for Research on Cancer. https://bit.ly/2KYGAd6
⁹ Rodu B, Cole P. Lung cancer mortality: Comparing Sweden with other countries in the European Union. Scand J Public Health. 2009;37:481-6
¹⁰ Wettergreen, J. Statistisk sentralbyrå. 2018. https://bit.ly/2OLNAVb
¹¹ Helleve A, Henriksdatter Weisaeth A, Lindbak R, Helleve A. HenriFal om tobakk 1973-2009 (Data on tobacco 1973-2009). Oslo: Helseledningskontoret. 2010

We can see the **harm reduction potential of snus compared to cigarettes** if we look at the occurrence of specific diseases affecting users over long periods of time

Influential public health bodies support snus

 UK Royal College of Physicians

“(Snus is the) least harmful smokeless tobacco product. **There is no established cause of premature death associated with its use**”^{4,12}

 U. S. Food and Drug Administration

“Tobacco products exist on a continuum of risk, with combustible cigarettes being the deadliest.¹³ Using snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis”¹⁴

 EU Scientific Committee on Newly Identified Health Risks

“In relation to major smoking-related diseases, smokeless tobacco products (including snus) are clearly less hazardous than cigarette smoking”¹⁵

Switching to snus is less harmful than continuing to smoke

Not a risk factor for stroke¹⁶

At least **50%** reduced risk for oral and pharyngeal cancer¹⁵

Almost **100%** reduced risk of lung cancer¹⁵

At least **50%** reduced risk for gastro-intestinal cancers¹⁵

These are the conclusions of multiple independent researchers who have measured the occurrence of these diseases in snus users over time^{15,17}

Not a risk factor for periodontitis or receding gums¹⁷

At least **50%** reduced risk of cardiovascular disease¹⁵

Almost **100%** reduced risk of COPD and pneumonia¹⁵

Dual use and ‘gateway’



The health risks to dual users who use snus to reduce their cigarette consumption are lower than those who only smoke cigarettes¹⁸



Public health bodies agree snus is not a gateway to smoking.^{4,15} In fact, independent evidence suggests snus leads users away from smoking¹⁹

The independent evidence is clear. Products like snus, which decouple nicotine from harmful cigarette smoke, present an unprecedented public health opportunity for adult smokers



Snus offers adult smokers Something Better by allowing them to potentially reduce their risk of smoking-related disease



The next-generation successors to snus — tobacco-free oral nicotine products — amplify this potential, as they contain even fewer toxicants



We support evidence-based regulation for harm reduced products proportionate to their public health potential

¹² Royal College of Physicians. Harm Reduction in Nicotine Addiction. Helping People Who Can't Quit. The Tobacco Advisory Group of the Royal College of Physicians; London, UK: 2007. <https://bit.ly/34pGslp>

¹³ FDA authorizes Modified Risk Tobacco Products <https://bit.ly/2Dug9bc>

¹⁴ FDA grants first-ever modified risk orders to eight smokeless tobacco products: <https://bit.ly/2XSR82B>

¹⁵ Scientific Committee on Emerging and Newly Identified Health Risks. Health Effects of Smokeless Tobacco Products. 2008. <https://bit.ly/2RZk0Fz>

¹⁶ Hansonn, J. et al (2014) Snus (Swedish smokeless tobacco) use and risk of stroke: pooled analysis of incidence and survival. *Journal of Internal Medicine* 276(1) p87-95

¹⁷ Clarke, Elizabeth et al. (2019) Snus: A compelling harm reduction alternative to cigarettes. *Harm Reduction Journal* 16.62 <https://bit.ly/251ky9c>

¹⁸ Lee PN. Health risks related to dual use of cigarettes and snus - a systematic review. *Regul Toxicol Pharmacol.* 2014;69:125-34

¹⁹ Bates C, Fagerström K, Jarvis MJ, Kunze M, McNeill A, Ramström L. European Union policy on smokeless tobacco: a statement in favour of evidence based regulation for public health. *Tob Control.* 2003;12:360-7