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

Used for centuries in Scandinavia\(^*\)

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

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 cigarettes\(^6\) 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 genders\(^7\)

Primarily owing to snus, Sweden’s male adult tobacco consumption is actually slightly higher than the EU average...\(^8\)

...yet Swedish males also have the lowest incidence of lung cancer in Europe.\(^9\) This suggests, rather than tobacco itself, it’s the harmful chemicals in cigarette smoke that cause lung cancer\(^10\)

---

*Contemporary snus has evolved from an early precursor product, first used in Sweden over 300 years ago


\(^1\)Gartner CE, Hall WD, Vos T, Bertram MY, Mallah AL, Lim SS. Assessment of Swedish snus for tobacco harm reduction: An epidemiological modelling study. Lancet 2007;369:2010-4


\(^4\)Eurobarometer 458. Attitudes of Europeans Towards Tobacco and Electronic Cigarettes. 2017


\(^6\)Lee PN. Summary of the epidemiological evidence relating snus to health. Regul Toxicol Pharmacol. 2011;59:197-214


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.

Not a risk factor for stroke

At least 50% reduced risk for oral and pharyngeal cancer

Almost 100% reduced risk of lung cancer

At least 50% reduced risk for gastro-intestinal cancers

Not a risk factor for periodontitis or receding gums

At least 50% reduced risk of cardiovascular disease

Almost 100% reduced risk of COPD and pneumonia

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.

For scientific and trade purposes only. Not for distribution in the US.