

OPPOSE

underhanded
TOBACCO
tactics

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.

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
- Packaged in tins similar to those used for mints
- 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.