

# Some people think that Chewing Or "Spit" Tobacco Is Much Safer Than Smoking...

One pinch of dip can contain more than 3 times the amount of nicotine that is in one cigarette.

## WHAT'S TRUE ABOUT CHEW

### Ingredients:

- High levels of nicotine
- 1 can = 30-40 cigarettes
- 28 cancer-causing chemicals
- Sugar (increase diabetes risk)
- Flavored to hide harshness

## ALSO TRUE ABOUT CHEW

### Damages:

- Halitosis
- Gum disease, tooth decay
- 27,000 oral cancers in US
- Heart Disease
- Addiction
- Leukoplakia – white sores, pre-cancerous

Spit tobacco causes head & face cancers, gum problems and tooth loss.



## Snus

Snus is the newest smokeless, spitless tobacco product on the market. R.J. Reynolds' Camel Snus, Philip Morris' Marlboro Snus & Lorillard's Swedish Match are currently available or are in test markets around the U.S & Europe.

Snus are teabag-like packets containing tobacco and other flavorings that users place between the upper gum and the lip. Not having to spit enables "snusers" to get their nicotine fix when they otherwise can't...

Virginia Slims "Purse Pack"  
Guess who THIS targets!

## TARGET MARKETING

- US Smokeless Tobacco Company shifts marketing to Youth Magazine Ads
  - 1997 \$3.6 million
  - +161% increase!
  - 2001 \$9.4 million

**"Don't let our children fall prey to their marketing strategy."**

*Used with permission from Suffolk County Department of Health Services.*

For more information please contact Karin with  
Manhasset Community Coalition Against Substance Abuse (CASA)  
at 267-7548 or casa\_org@manhasset.k12.ny.us.