

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*



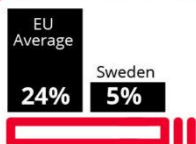
Gentle heating during
manufacture reduces the number
of cancer-causing chemicals
that form in the tobacco



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



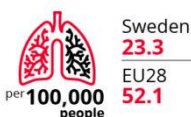
Only 10% of Swedish snus
users also smoke cigarettes⁶
suggesting its potential ability
to fully 'off-ramp' adult smokers



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. Statistik sentralbyrå. 2018. <https://bit.ly/2OLNAvb>

¹¹ Helleve A, Henriksdatter Weisaeth A, Lindbak R, Helleve A. HenriTal om tobakk 1973-2009 (Data on tobacco 1973-2009). Oslo: Helsedirektoratet. 2010