

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*



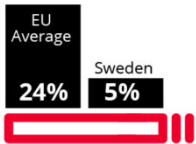
Gentle heating during manufacture reduces the number of cancer-causing chemicals that form in the tobacco



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}



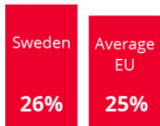
Achieving a smoking rate of >5% is the goal of multiple European states by 2040.⁵ Thanks to snus, Sweden is decades ahead of the majority of its fellow members



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



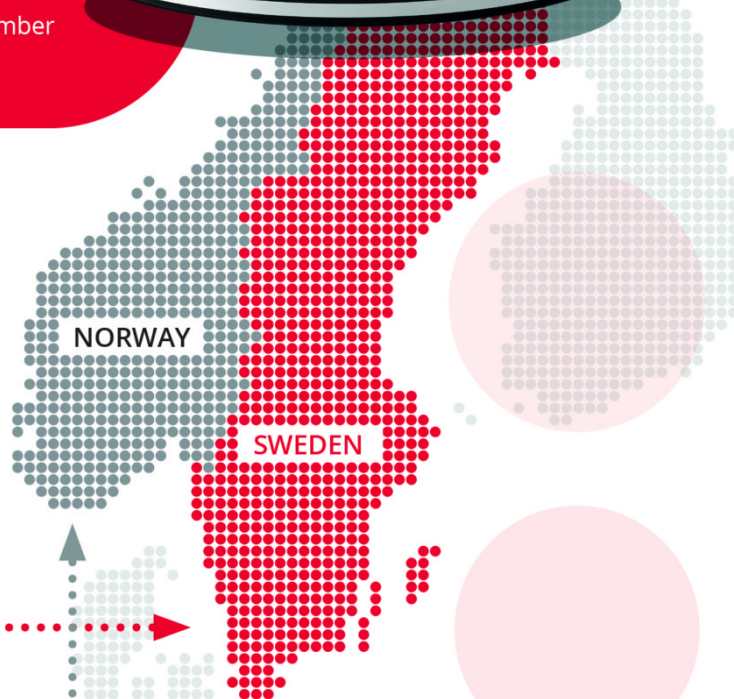
Snus is typically used by more men than women, although it's becoming increasingly popular with both genders⁷



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
¹Kenneth Warner quoted in Twombly, R. Snus in Use in the US: Reducing Harm of Creating It JNCI 102:19 <https://bit.ly/35vH7LW>
²Gartner 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
³Eurobarometer 458. Attitudes of Europeans Towards Tobacco and Electronic Cigarettes. 2017
⁴Royal College of Physicians. Nicotine Without Smoke: Tobacco Harm Reduction. 2016. <https://bit.ly/2zrTBVM>
⁵European Network for Smoking and Tobacco - Mission and Vision <http://ensp.network/mission-and-vision/>
⁶Lee PN. Summary of the epidemiological evidence relating snus to health. *Regul Toxicol Pharmacol*. 2011;59:197-214
⁷Rodu, 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
⁸Ferlay 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>
⁹Rodu B, Cole P. Lung cancer mortality: Comparing Sweden with other countries in the European Union. *Scand J Public Health*. 2009;37:481-6
¹⁰Wettergreen, J. Statistisk sentralbyrå. 2018. <https://bit.ly/2OLNAbv>
¹¹Helleve A, Henriksdatter Weisaeth A, Lindbak R, Helleve A, HenriTal om tobakk 1973-2009 (Data on tobacco 1973-2009). Oslo: Helsedirektoratet. 2010