

OPPOSE

underhanded
TOBACCO
tactics

Dissolvable Tobacco

Fine-milled tobacco in a dissolvable candy-like base. Dissolves completely in mouth.



Health Effects:

Nicotine levels range from product to product, but one piece of dissolvable tobacco usually contains as much, if not more, nicotine than one cigarette. These products are tested only for nicotine level, so their chemical content and resulting safety is unknown.

Common Brands:

- *Camel Orbs, Sticks, and Strips:* Fresh and Mellow. Nicotine levels range from 0.6 to 3.1 mg.*
- *Marlboro and Skoal Sticks:* Rich, Cool Mint, and Smooth Mint. Nicotine levels unknown.
- *Ariva and Stonewall:* Wintergreen and Java. Nicotine levels range from 1.5 to 4 mg.*



What's the Tactic?

- Easy to use, so there is no learning curve for kids interested in trying them
- Similar in appearance to candy and are candy-flavored; this similarity to familiar products makes kids more comfortable trying them.
- Ariva hires teen-fan celebrities such as Paris Hilton and Lindsay Lohan to promote its product.
- These products are cheap, so they are easy for kids to purchase as an impulse buy; Ariva has been sold for \$3 to \$4 in Massachusetts.



* Toxicology Section Newsletter - March 2009, Vol 16, #1