

# 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.

