



Snus

What is snus?

Snus (pronounced “snoose”) is a flavored, smokeless tobacco product that does not require spitting. Originally created in Sweden, snus comes in small, teabag-like pouches that are placed between the lip and gums. Snus is available in a variety of flavors and may be highly appealing to youth. Brands include Camel, Marlboro, Skoal and Discreet. Snus was the first smokeless tobacco product to be co-branded (i.e., share the same name) with cigarettes.



Photo courtesy of Wake Forest Baptist Health

You CAN'T hide it. You may think you can hide it because snus is spitless, but your mouth will give you away through stained teeth, gum disease and dental cavities.

Snus is NOT a safe substitute for cigarettes. There is no safe form of tobacco. Using snus may put you at risk for pancreatic cancer, gum disease and sores on the mouth.

Smokeless tobacco is NOT less addictive than cigarettes. Snus contains nicotine and can lead to addiction. In fact, there is some evidence that smokeless tobacco users may also smoke cigarettes.

There is NO proof snus can help you quit smoking. There is no scientific evidence that snus is an aid to help you quit smoking. Although snus has been promoted as a potential harm-reduction strategy for cigarette smokers, it has not been shown that smokers *switch* products and there is some evidence that those who use both cigarettes and snus actually have an increased risk of tobacco-related morbidity and mortality.

THE BOTTOM LINE: CHOOSE NOT TO USE SNUS.

For free help to quit smoking or using tobacco call 1-800-QUIT-NOW or visit www.smokefree.gov.



For more information about Tobacco Free Colleges or for assistance in adopting and implementing tobacco-free policies and promoting cessation visit www.tobaccofreecollegesnc.com.

Sources: Foulds, J., & Furberg, H. (2008). Is low nicotine Marlboro snus really snus? *Harm Reduction Journal*, 5(9), 1-5; Campaign for Tobacco Free Kids (2006). The United States isn't Sweden.; Meija, A. B., Ling, P. M., & Glantz, S. A. (2010). Quantifying the effects of promoting smokeless tobacco as a harm reduction strategy in the USA. *Tobacco Control*, 19, 297-305; Wetter, D. W., Kenford, S. L., Welsch, S. K., Smith, S. S., Fouladi, R. T., Fiore, M. C., & Baker, T. B. (2004). Prevalence and predictors of transitions in smoking behavior among college students. *Health Psychology*, 23(2), 168-177.