



Dissolvables

What are dissolvables?

Dissolvables are new flavored smokeless tobacco products made from finely ground tobacco that are designed to dissolve in the mouth within 30 minutes. The products come as pellets (Orbs) that resemble mints, a twisted stick that looks like a toothpick (Sticks) and a film strip for the tongue (Strips) similar to breath strips. Brands include Camel Sticks, Strips and Orbs, Marlboro Sticks, Skoal Sticks, Ariva and Stonewall Lozenges. While the Ariva and Stonewall products are available nationwide, the Camel products are being test marketed in Charlotte, NC and Denver, CO; and the Marlboro and Skoal products are being test marketed in Kansas.



You CAN'T hide it. You may think you can use these products without being noticed, but your mouth will give you away through stained teeth, gum disease and dental cavities.

Dissolvables are NOT a safe substitute for cigarettes. There is no safe form of tobacco. Using dissolvables may put you at risk for oral cancer.

Photos courtesy of Wake Forest Baptist Health

Smokeless tobacco is NOT less addictive than cigarettes. Smokeless tobacco products, including dissolvables, contain nicotine and can lead to addiction. In most cases, the products deliver a level of nicotine equal to or higher than smoking a cigarette.

There is NO proof dissolvables can help you quit smoking. There is no scientific evidence that smokeless tobacco products can help you quit smoking. All forms of tobacco are harmful- there is no safe level of tobacco use.

THE BOTTOM LINE: CHOOSE NOT TO USE TOBACCO.

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.

Source: U.S. Food and Drug Administration (2012). *TPSAC Report on Dissolvable Tobacco Products*. Accessed on February 28, 2012 from <http://www.fda.gov/downloads/AdvisoryCommittees/CommitteesMeetingMaterials/TobaccoProductsScientificAdvisoryCommittee/UCM290182.pdf>.