


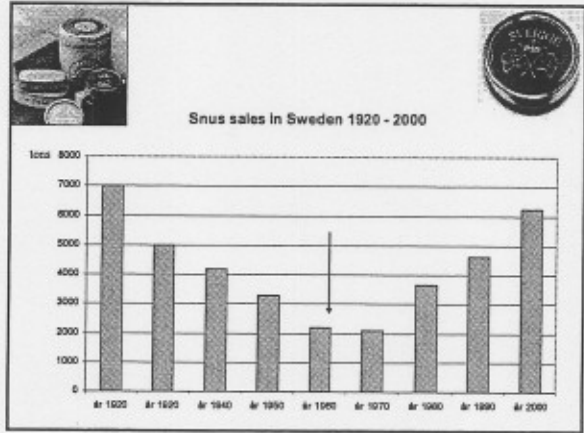


Snus (smokeless tobacco) – not the magic vaccination against the tobacco epidemic

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**Bergsprängare!
Skogshuggare!
Bankdirektörer!
Fotbollsspelare!**

Titta så mycket gott snus det finns.


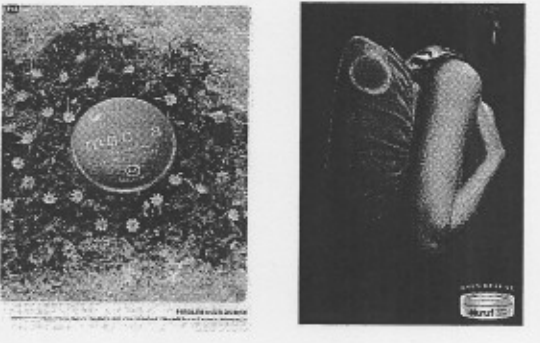



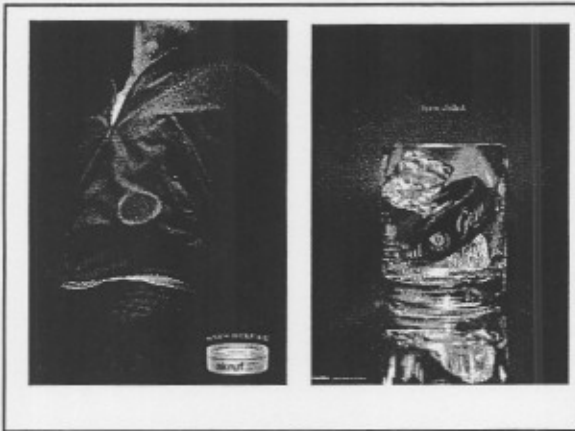
The Swedish tobacco company's advertising campaign in the 1960-ties

From rock-blasters and lumbermen to bank directors! sportsmen!


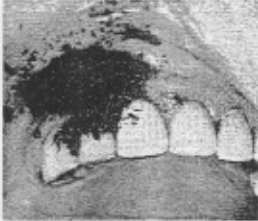
"Have a look – see all the nice snus there is!"


The new target group: Women




Is snus the universal drug in smoking cessation?



Swedish Match Annual General Meeting 2006:
Bertil Magnusson,
Chairman of the board of Swedish Match
(His defence when accused by the shareholders to raise the salaries of the board members too much)




"We have no friends. The authorities do everything to stop the distribution and the use of tobacco. The government raises the taxes. Our product is so special, it is combatted by the great majority, even those who make use of it"

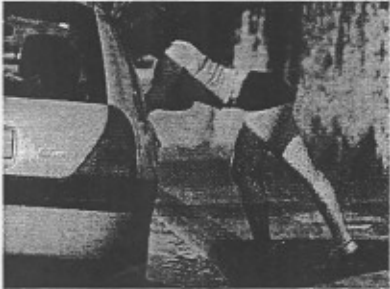
200.000 \$
for a suffering chairman

The Tobacco industry is like weed in your garden

– you get rid of one – to find ten coming up behind your back!




"it will always exist, so let's make it more harmless" ✱



Why "snus" is not the universal drug in smoking cessation

- The statistical argument
- The medical argument
- The political argument
- The educational argument
- The ethical argument



1. The statistical argument



TEMO-questionnaire 2006, random adult population sample (n= 2000) Sweden:

What do you think about your snus habit?

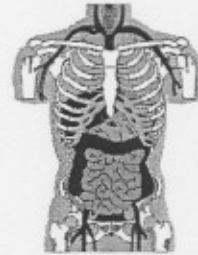
| "Snus"-users | Men | Women |
|------------------|------|-------|
| Want to continue | 42 % | 26 % |
| Want to reduce | 22 % | 16 % |
| Want to quit | 35 % | 54 % |

Smoking prevalence in Sweden 1981 – 2005
(of the population aged 16 – 85)

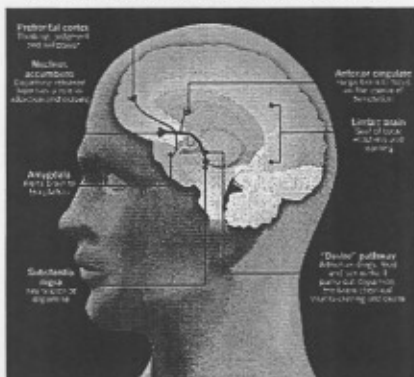


ST-use was only slightly increased synchronously
15 - 17%
and very few women did use ST.

2. The medical argument



Nicotine and the reward centre of the brain



Addiction

Nicotine is the most addictive of all legal products on the market

Average snus-using time in Sweden is
13 hours/day



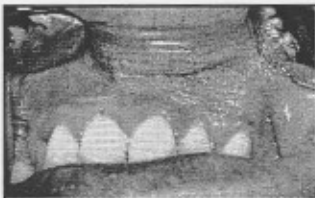
Snus influences the risk of:

- angina pectoris
- hypertension
- cardiac arrhythmias
- sudden cardiac death
- mortality from myocardial infarction
- diabetes

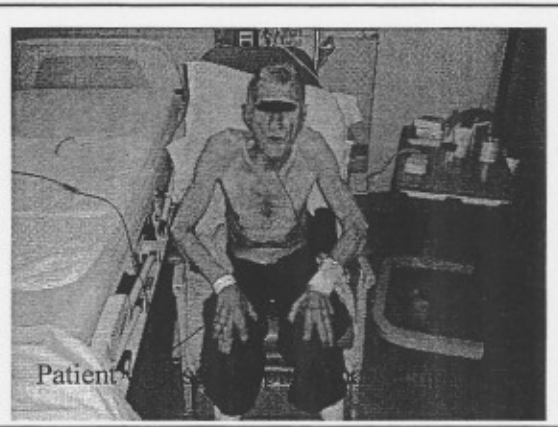


Snus and the fetus: Nicotine is teratogenic

- Lower birth weight
- Premature birth
- Toxaemia of pregnancy
- SIDS – sudden infant death syndrome
- ADHD – attention deficit disorder
- Future nicotine dependence



Snus and oral health



3. The political argument



Security message?? From the Swedish board of health and welfare 2005

“The net gain with snus use as a smoking cessation aid might be of importance, regarding the great dangers of smoking”



4. The educational argument



To sing the praises of **snus** is a deathblow to 20 years hard tobacco preventive work in Sweden – where all forms of tobacco use leads to addiction



for

Young people
Parents
Teachers
Sports leaders
Midwives...



TEMO-questionnaire 2006, random adult population sample (n= 2000) Sweden:

"Very important that my children don't start using snus"

| | |
|---------|------|
| Females | 97 % |
| Males | 87 % |

5. The ethical argument



Snus

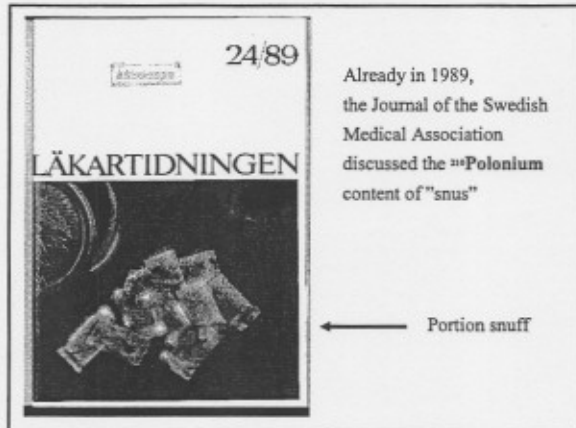
- is a stimulant designed for pleasure
- is marketed to young people to obtain more users
- is often more addictive than smoking



Is it David's fight versus Goliath?



Different orally administered CNS stimulants, Khat or Snus



Already in 1989, the Journal of the Swedish Medical Association discussed the ²¹⁰Polonium content of "snus"

← Portion snuff

Snus is not needed for smoking cessation

Snus does not save lives – smoking cessation does

Snus saves the life of the tobacco industry

Let's continue the work in building capacity for a tobacco - free world

HEALTH PROFESSIONALS AGAINST TOBACCO

should be regulated!