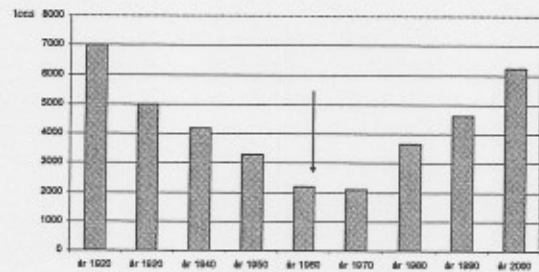


# Snus (smokeless tobacco) – not the magic vaccination against the tobacco epidemic

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Snus sales in Sweden 1920 - 2000



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

**Titta så mycket  
gott snus det finns.**



Det är likt att smaka!

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

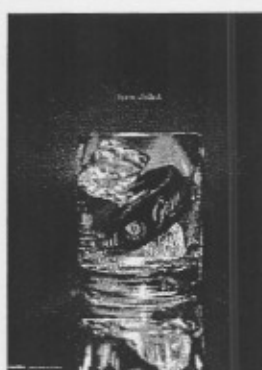
From rock-blasters and lumbermen to bank directors! sportsmen!

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

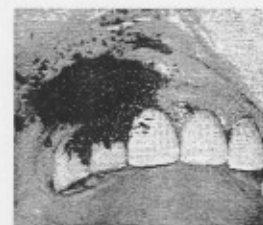


The new target group: Women





## Is snus the universal drug in smoking cessation?



Swedish Match Annual General Meeting 2006:  
Bengt 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)



200.000 \$  
for a suffering chairman

"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"

The Tobacco industry is like weed in your garden

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

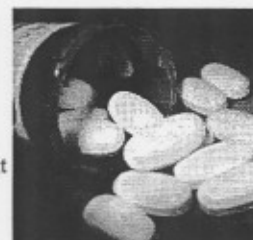


"it will always exist, so let's make it more harmless"



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?

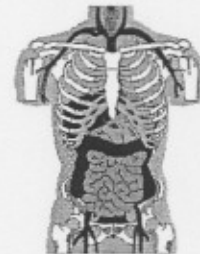
"Snus"-users	Men	Women
Want to continue	42 %	26 %
Want to reduce	22 %	16 %
Want to quit	35 %	54 %

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

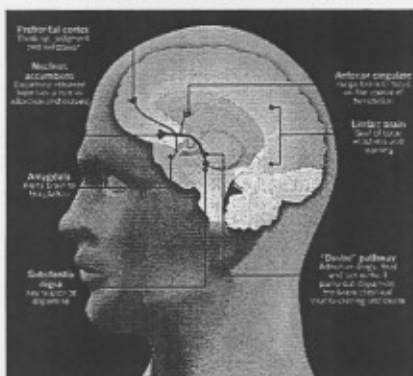


ST-use was only slightly increased synchronously  
15 - 17%  
and very few women did use ST.

## 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**



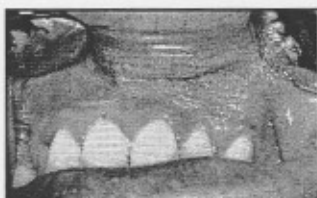
Snus influences the risk of:

- 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



Patient

### 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

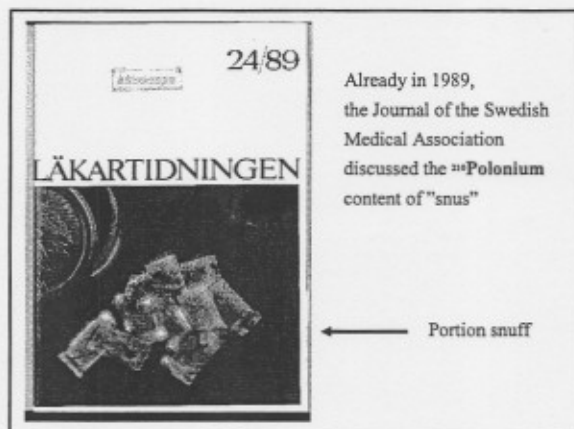


#### Snus

- 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?



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!*