

# SMOKELESS



WARNING: This product  
can cause mouth  
cancer.

Big  
Tobacco



## “KILLER”



**80% ORAL CANCER**

**60% PANCREATIC  
& ESOPHAGEAL  
CANCER**

**USERS OF SMOKELESS TOBACCO PRODUCTS HAVE  
HIGHER RISKS FOR TOBACCO-RELATED DISEASES  
THAN NON-TOBACCO USERS:**

- **AN 80% HIGHER RISK OF ORAL CANCERS.**
- **A 60% HIGHER RISK OF PANCREATIC & ESOPHAGEAL CANCER.**
- **AN INCREASED RISK OF DEATH FROM A HEART ATTACK OR STROKE.**

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**SWAT**

# SMOKELESS



**Big  
Tobacco** 

**“REAPER”**



**GUM DISEASE**

**TOOTH LOSS**

**SMOKELESS TOBACCO CAN CAUSE  
GUM DISEASE, TOOTH DECAY,  
AND TOOTH LOSS.**

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**SWAT**



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## “CUTTHROAT”

**CAN CAUSE  
LEUKOPLAKIA**



**SMOKELESS TOBACCO CAN ALSO CAUSE  
WHITE OR GRAY PATCHES INSIDE THE  
MOUTH (LEUKOPLAKIA) THAT CAN  
LEAD TO CANCER.**

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**SWAT**

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## “UNDERTAKER”

**FOR CANDY LOVERS!**



**“CHERRY SKOAL IS FOR SOMEONE  
WHO LIKES THE TASTE OF CANDY, IF  
YOU KNOW WHAT I’M SAYING.”**

**— FORMER U.S. SMOKELESS  
TOBACCO SALES REPRESENTATIVE.**

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**SWAT**



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Tobacco



## “ASSASSIN”





**4-5 BANDITS  
AND YOU'RE DONE.**

**“AFTER FOUR OR FIVE SKOAL  
BANDITS YOU’LL FIND YOU’VE  
DEVELOPED QUITE A TASTE FOR  
THEM AND YOU’LL WANT TO KEEP  
THE POUCH IN AS LONG AS THE  
FLAVOR LASTS.”**

**— U.S. TOBACCO CO. DOCUMENT.**

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**SWAT**

# SOURCES

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- <sup>12</sup> "Smokeless Tobacco: Impact on the Health of Our Nation's Youth and Use in Major League Baseball." Centers for Disease Control and Prevention. Centers for Disease Control and Prevention, 01 June 2010. Web. 2016.