



SMOKELESS TOBACCO – FACT SHEET

ABOUT SMOKELESS TOBACCO PRODUCTS

- There are three main types of smokeless tobacco products, which may also be available in flavors:
 - Chewing tobacco (loose leaf, plug, or twist)
 - Snuff (moist, dry, or in packets)
 - Dissolvable (lozenges, sticks, strips, orbs)
- Smokeless tobacco may appeal to youth because it comes in fruit and candy flavors, such as cinnamon, berry, vanilla, and apple.^{1,2} In 2009, the U.S. Food and Drug Administration banned flavored cigarettes (excluding menthol) from being sold in the United States. Smokeless products, however, are exempt from this ruling.

THE ISSUE

- There are at least 28 cancer-causing chemicals in chewing tobacco and snuff.³ These chemicals include a radioactive element called polonium-210 and harmful metals including arsenic and lead.⁴
- Using smokeless tobacco can lead to nicotine addiction,⁵ which has been proven to be as addictive as heroin and cocaine.⁶
- Adolescent bodies are more sensitive to nicotine, and adolescents are more easily addicted than adults.⁷
- Once adolescents start using one tobacco product, they are more likely to experiment with others.⁸
- Users of smokeless tobacco products have higher risks for tobacco-related diseases than non-tobacco users:⁹
 - An 80 percent higher risk of oral cancers¹⁰
 - A 60 percent higher risk of pancreatic and esophageal cancer¹¹
 - An increased risk of death from a heart attack or stroke^{12,13}
- Smokeless tobacco can also cause white or gray patches inside the mouth (leukoplakia) that can lead to cancer.¹⁴
- Smokeless tobacco can cause gum disease, tooth decay, and tooth loss.^{15,16}



- Rural areas have significantly higher rates of smokeless tobacco use than the Florida statewide percentage. In 2014, the statewide percentage of middle school students who reported using smokeless tobacco in the past 30 days was 1.9 percent, whereas the percentage in rural areas was 4.9 percent. The statewide percentage of high school students who reported use within the past 30 days was 5.1 percent, and the usage rate in rural areas was over double that amount (11.4 percent).¹⁷

SMOKELESS TOBACCO USE IN SPORTS

- Studies have shown that youth are influenced by tobacco use in sports.¹⁸ Professional baseball players, who have traditionally had high levels of smokeless tobacco use, serve as role models for impressionable youth.¹⁹
- While smokeless tobacco use has been banned in minor league baseball and in the National Collegiate Athletic Association (NCAA) since the early 1990s, it remains allowed in the major leagues.
- Since the 2012 season, major league baseball players have been prohibited from carrying tobacco tins in their uniforms and using smokeless tobacco during televised interviews, at autograph signings and other events where they meet fans, or at team-sponsored appearances.²⁰
- According to Campaign for Tobacco-Free Kids, San Francisco, Boston, Los Angeles, Chicago and New York City have passed ordinances prohibiting smokeless tobacco use at sporting venues, including their major league stadiums. A California statewide law will also take effect before the 2017 season. Once these laws are implemented, one-third of major league stadiums will be tobacco free, and other MLB cities are considering similar measures.²¹

THE TOBACCO INDUSTRY'S ROLE

- The U.S. tobacco industry* spent a total of \$503.2 million on advertising and promotion of smokeless tobacco alone in 2013 – a 15 percent increase from what was spent in 2012.²²



- In 1998, Bennett LeBow, Chairman of Liggett & Myers Tobacco Company (now called Liggett Group), said the following while testifying in court: “If you are really and truly not going to sell to children, you are going to be out of business in 30 years.”²³
- The tobacco industry targets young people by making products – like smokeless tobacco – in appealing flavors.²⁴ A 1972 Brown & Williamson memo document explicitly read, “It’s a well-known fact that teenagers like sweet products. Honey must be considered.”²⁵
- In a 1979 memo on fruit-flavored chewing products, one tobacco executive wrote: “Many people felt that younger chewers would be attracted to products with less tobacco taste. For example, it was suggested that we investigate the possibility of borrowing switching study data from the company which produces ‘Life Savers’ as a basis for determining which flavors enjoy the widest appeal.”²⁶
- The tobacco industry has known of nicotine’s addictive nature for years. A 1963 report by then Brown & Williamson general counsel/vice president Addison Yeaman states, “Nicotine is addictive. We are, then in the business of selling nicotine, an addictive drug.”²⁷

* The U.S. tobacco industry is defined by the Federal Trade Commission as the following companies: Altria Group, North Atlantic Trading Company, Reynolds American, Swedish Match North America, and Swisher International Group.

¹ U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012 [accessed 2016 May 9].

² Campaign for Tobacco-Free Kids. Smokeless Tobacco and Kids[PDF–4.87 MB]. [accessed 2016 May 9].

³ World Health Organization. Smokeless Tobacco and Some Tobacco-Specific N-Nitrosamines International Agency for Research on Cancer Monographs on the Evaluation of Carcinogenic Risks to Humans Vol. 89. Lyon, (France): World Health Organization, International Agency for Research on Cancer, 2007 [accessed 2015 Feb 10].

⁴ Stanfill SB, Connolly GN, Zhang L, Jia LT, Henningfield JE, Richter P, et al. Global Surveillance of Oral Tobacco Products: Total Nicotine, Unionised Nicotine and Tobacco-Specific N-Nitrosamines. Tobacco Control 2011 May;20(3):e2. doi:10.1136/tc.2010.037465 [cited 2014 Oct 31].

⁵ U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2014 Oct 31].

⁶ U.S. Department of Health and Human Services. The Health Consequences of Smoking: Nicotine Addiction: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1988.

⁷ U.S. Department of Health and Human Services. The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

⁸ U.S. Food and Drug Administration. FDA Parental Advisory on Flavored Tobacco Products - What You Need To Know. FDA.7 March 2011. <<http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/ucm183196.htm>>.

⁹ Boffetta, P, et al., “Smokeless tobacco and cancer,” The Lancet 9:667-675, 2008.



- ¹⁰ Boffetta, P, et al., "Smokeless tobacco and cancer," *The Lancet* 9:667-675, 2008.
- ¹¹ Boffetta, P, et al., "Smokeless tobacco and cancer," *The Lancet* 9:667-675, 2008.
- ¹² Piano MR, Benowitz NL, Fitzgerald GA, Corbridge S, Heath J, Hahn E, et al. Impact of Smokeless Tobacco Products on Cardiovascular Disease: Implications for Policy, Prevention, and Treatment: A Policy Statement from the American Heart Association. *Circulation* 2010;122(15):1520-44.
- ¹³ World Health Organization. IARC Monographs on the Evaluation of Carcinogenic Risks to Humans. Volume 89: Smokeless Tobacco and Some Tobacco-Specific N-Nitrosamines.[PDF-3.18 MB] Lyon (France): World Health Organization, International Agency for Research on Cancer, 2007.
- ¹⁴ World Health Organization. IARC Monographs on the Evaluation of Carcinogenic Risks to Humans. Volume 89: Smokeless Tobacco and Some Tobacco-Specific N-Nitrosamines.[PDF-3.18 MB] Lyon (France): World Health Organization, International Agency for Research on Cancer, 2007.
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- ¹⁷ Florida Youth Tobacco Survey (FYTS), Florida Department of Health, Bureau of Epidemiology, 2014.
- ¹⁸ "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.
- ¹⁹ "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.
- ²⁰ "Tobacco Limits in Major League Baseball Contract a Victory for Players and Kids' Health." *Knock Tobacco Out of the Park*. N.p., n.d. Web. 2016.
- ²¹ "Knock Tobacco Out of the Park." TobaccoFree Baseball. Campaign for Tobacco Free Kids, n.d. Web. 10 June 2016. <<http://tobaccofreebaseball.org/content/>>.
- ²² "Federal Trade Commission Smokeless Tobacco Report for 2013." *Tobacco Control* (216): 73-77. *Federal Trade Commission*. Federal Trade Commission, 2016. Web. 9 June 2016. <<https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-smokeless-tobacco-report-2013/2013tobaccorpt.pdf>>.
- ²³ Legacy Tobacco Documents Library. (n.d.) RE: Tobacco Industry Youth Marketing. Bates No. AMYONON00000000.LB . <http://legacy.library.ucsf.edu/tid/doq76b00/pdf?search=%22be%20out%20of%20business%20in%2030%20years%22>.
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- ²⁶ Lorillard memo on sale of Newport cigarettes, 1978 Bates No. 03537131-03537132EXHIBIT101.
- ²⁷ Yeaman, A.. Implications Of Battelle Hippo I & II And The Griffith Filter. 1963 July 17. UCSF Brown & Williamson. <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/hrwh0097>.