



PROJECTWATCH
Working Against Tobacco Companies' Harm

NEW TOBACCO PRODUCTS

DISSOLVABLE TOBACCO PRODUCTS

Dissolvable tobacco products are made of milled tobacco that dissolves in the mouth; no spitting is required. Camel, Marlboro, and Skoal are currently test-marketing dissolvable tobacco products in select cities across the U.S. No dissolvable tobacco products are available for sale in Minnesota (as of April, 2013); it is unclear when these products will hit the Minnesota market.

Camel Dissolvables have been available in select test-markets since 2009. Three varieties of Camel Dissolvable are available: Orbs, Sticks, and Strips. The amount of nicotine in these products varies from 0.6 milligram to 3.1 milligrams of nicotine a serving. The average smoker takes in 1 milligram of nicotine per cigarette.

Very little is known about the health effects of these products because they are so new. There is concern that this products might be used in addition to cigarette use (called “dual use”) which could lead to deeper nicotine addiction.



SNUS

Snus is a smokeless, spitless tobacco product. Small pouches filled with pasteurized tobacco are placed between the gum and lip where nicotine can be absorbed. Camel, Marlboro, General, and Skoal all offer snus products for sale in Minnesota.

The health impact of snus is still being studied. Some studies show a link between snus use and pancreatic cancer. Use of snus in addition to use of cigarettes and other tobacco products (called “dual use”) is a health concern, as well. Some snus products such as Camel Snus are marketed for use in smoke-free spaces. When used this way, snus could cause an increase in tobacco-caused harm because they might result in a deeper addiction to nicotine.

One in seven (14%) Minnesota high school students report trying snus. Nearly a quarter (23%) of Minnesota high school males report trying snus.



CAMEL CRUSH

Camel Crush is a “customizable” cigarette. There is a small blue bead in the filter that a smoker can squeeze to release menthol flavoring into the cigarette. This way, smokers can switch from a regular cigarette to a menthol cigarette with the simple squeeze of the filter.

Menthol cigarettes are most popular with youth and African Americans.



LITTLE CIGARS AND CIGARILLOS

The newest generation of cigars is very different from traditional cigars. Unlike traditional cigars, little cigars and cigarillos are smoked in the same way as cigarettes. They are often flavored and very cheap. These products are likely appealing to youth and low-income people as these groups are price sensitive. Marketing of little cigars and cigarillos is often targeted toward African American youth. Many advertisements feature references to Hip Hop culture and terminology.





Little cigars are often much cheaper than cigarettes. As shown in this ad (found in St. Paul, Minnesota), a pack of 20 little cigars can sell for less than \$2, compared to \$5-\$6 for a pack of 20 cigarettes.



Cigars are generally less regulated than cigarettes. Unlike cigarettes, cigars can be flavored with candy and fruit additives. Cigars are taxed differently than cigarettes, which can make them cheaper. Finally, many cigar manufacturers are not part of the tobacco settlement agreements which means that they are under less scrutiny than the cigarette companies.

More than one-quarter (29%) of Minnesota high school students report that they have tried flavored cigars, cigarillos or little cigars. 36% of male Minnesota high school students report that they have tried these products.

BLUNT WRAPS

Blunt wraps are sheets of flexible paper that are made largely of tobacco. This paper is intended to be used to roll loose tobacco. However, blunt wraps are often used to roll marijuana. Because these items are primarily used as drug paraphernalia, many cities across the country have decided to prohibit the sale of blunt wraps altogether.

ELECTRONIC CIGARETTES

Electronic cigarettes (also called e-cigarettes) are battery-operated nicotine delivery devices. These devices contain nicotine that is derived from tobacco but do not contain tobacco. Users inhale a nicotine infused vapor. Not much is known about the health impact of these devices. Electronic cigarette vapor has been found to contain heavy metals, silicate, and nanoparticles (which can go deep into the lungs). Further, many of the ingredients found in electronic cigarette vapor are known to be dangerous to human health. These ingredients can cause: lung and cardiac inflammation, cancer, and cell damage.

The FDA regulates Electronic cigarettes as tobacco products. As of 2010, Minnesota law prohibits the sale of electronic cigarettes to minors. State law also requires retailers to obtain a tobacco license in order to legally sell electronic cigarettes.



The company that manufactures blu electronic cigarettes (above) was recently purchased by Lorillard, the company that manufactures Newport cigarettes.

Sources:

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