

# SMOKELESS TOBACCO

People have been chewing and snorting tobacco for centuries, but it wasn't until the late 1800's that smokeless tobacco became popular. As with smoking, it took many years for people to realize just how deadly this habit is.

## Types of smokeless tobacco:

### Chewing tobacco:

- Comes as shredded or twisted leaves of tobacco.
- Placed between the cheek and gum or the teeth.



### Snuff:

- Comes as finely ground tobacco.
- Usually sold in pouches or tins.
- Used by placing a "pinch" or "dip" between the lower lip and gum.
- May also come in small, tea bag-like pouches that can be placed between the cheek and the gum.



Users let the tobacco sit in their mouths, chewing and sucking on it. When enough saliva builds up, they spit it out – hence the term "spit" tobacco.

### Snus:

- Comes as finely ground, moist snuff.
- Packaged in small pouches that can be placed under the upper lip.
- Marketed as being "spitless" tobacco.



About 9 million people in the U.S. currently use smokeless tobacco.

### Dissolvable tobacco:

- Lozenges, sticks, or strips.
- Held in the mouth until it completely dissolves.



Smokeless tobacco contains at least 28 known carcinogens.

## More Nicotine = More Addictive

One "dip" of snuff has about 3 to 4 times as much nicotine as a cigarette, while dissolvable tobacco products may provide up to 3 times the nicotine.

75% of oral cancers are due to tobacco use.

Nicotine is a highly addictive drug. Continued use brings tolerance and dependence. Without nicotine, users go into withdrawal, experiencing things like:

- Hostility
- Irritability
- Depression
- Difficulty Concentrating
- Anxiety
- Increased Appetite
- Weight Gain

## Disgusting, Dirty & Deadly Side Effects

### Stained and discolored teeth



### Cavities, tooth decay, and tooth loss



### Gum disease



### Leukoplakia - white mouth sores that may become cancerous

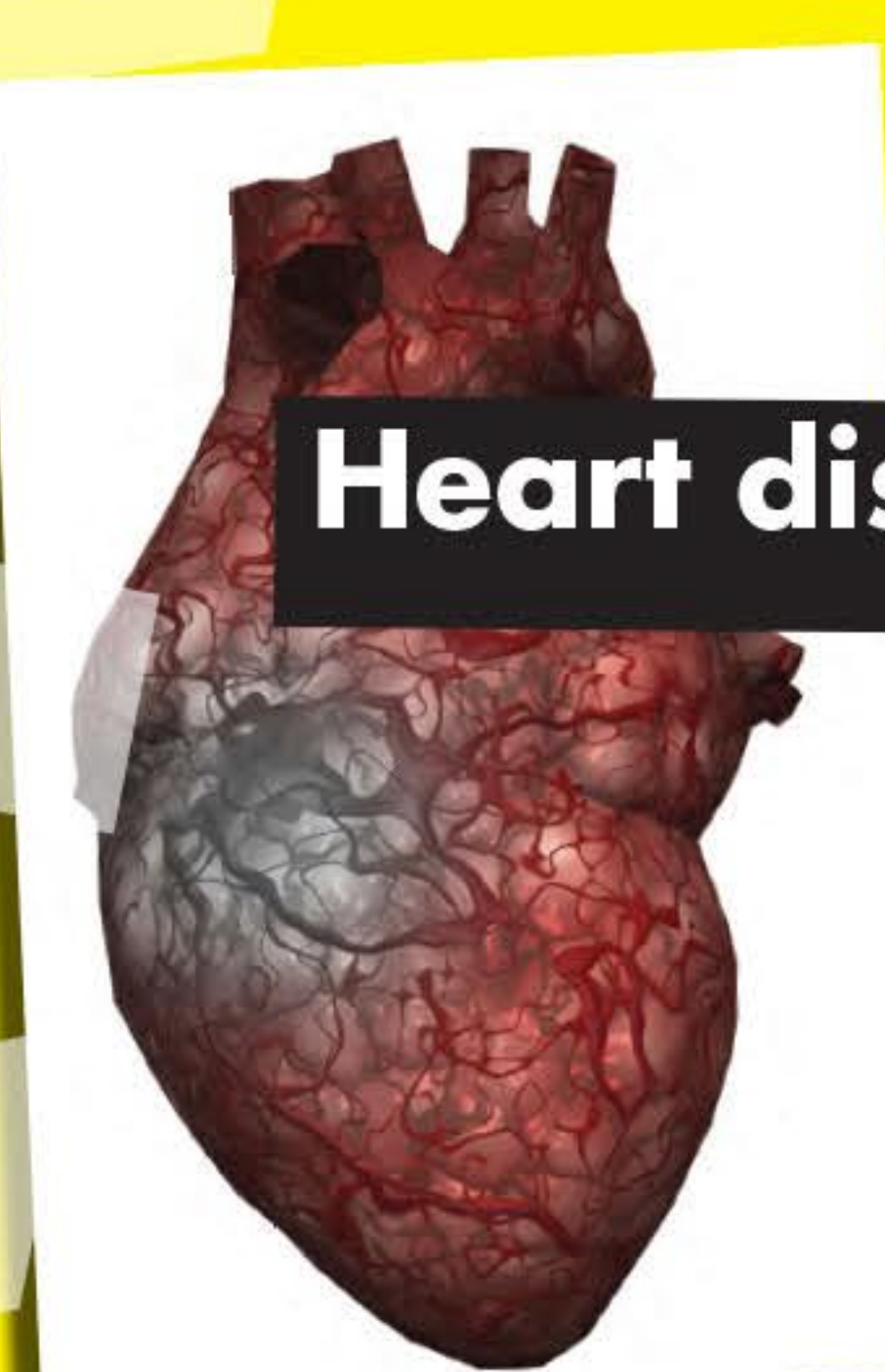
### Oral cancer



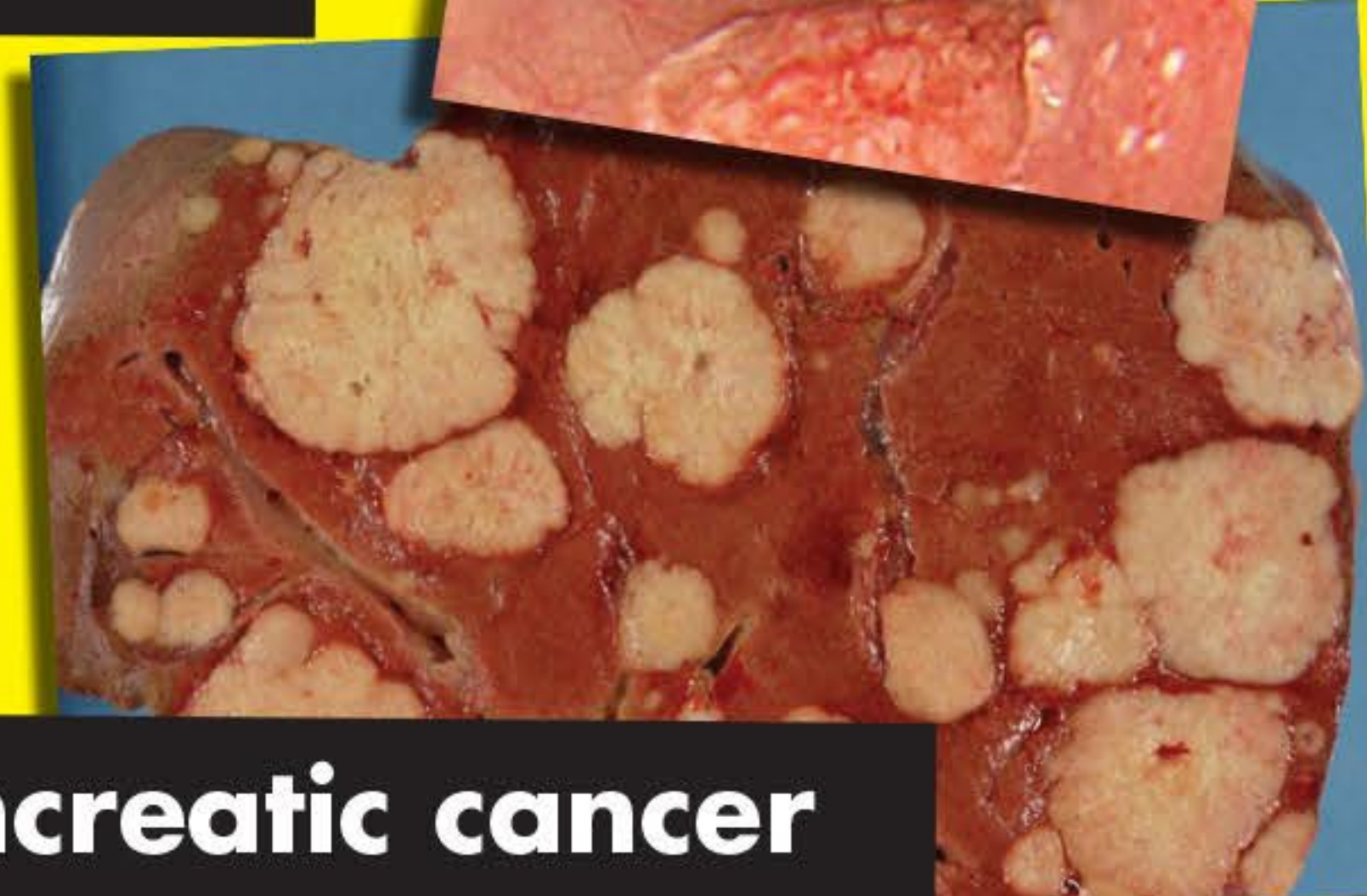
### Esophageal cancer



### Heart disease



### Pancreatic cancer



Every year, more than 30,000 people are diagnosed with oral cancer, and every year, 8,000 people die from the disease.

## Quit the Spit

Quitting smokeless tobacco can be even more difficult than quitting smoking, thanks to its high nicotine content. It may be difficult – but it's not impossible!

A positive attitude combined with Nicotine Replacement Therapy (patches, gum, or lozenges) can provide a great first step in quitting. Doctors, counselors, and support groups can help keep your quitting efforts going strong.



# Snuff Out Smokeless Tobacco!