



Smokeless Tobacco



What is it?

- Spit Tobacco, chewing tobacco, chew, dip, chaw, plug
- Contains over 3000 chemicals, 28 carcinogens
- Highest use among males, athletes, natives, rural population
- Licorice, cherry, mint, peach and wintergreen are a few examples
- Appealing flavours for children and teens



Where Does it Come From?

- Tobacco has been used longer than Europeans have been in North America
- Tobacco was being used by Aboriginal people in spiritual ceremony
- Produced hallucinogenic effects at high doses
- Adopted for recreational use by Europeans
- Name “tobacco” may originate from Native American word “Tobago”



Forms

- **The shapes of smokeless tobacco**

- **Snuff**
- **Chew**
- **Plugs**

- **Snuff - ground up tobacco is held between the bottom lip and the gum. Also referred to as “dipping”.**

- **Chew - is shredded tobacco leaves meant to be held between the cheek and the gum. Sometimes this form is referred to as a “wad”**

- **Plug - made of shredded tobacco. However with a plug the leaves have been pressed into a hard block and then again held between the cheek and the gum.**



What's in it?

- Over 3000 chemicals, 28 are carcinogenic
- Contains
 - Polonium 210 (nuclear waste)
 - Formaldehyde (embalming fluid)
 - Nicotine (neurotoxin)
 - Cadmium (used in car batteries)
 - Cyanide
 - Arsenic
 - Benzene (nuclear waste)
 - Lead
- Also contains sweeteners, salts and abrasives



Myth or Fact?

Myth: Spit tobacco is a harmless alternative to smoking.

Fact: Smokeless tobacco contains over 3000 chemicals, 28 which cause cancer

Myth: Spit tobacco helps improve your athletic performance.

Fact: Using any form of tobacco raises heart rate and blood pressure putting stress on your cardiovascular system. This may reduce overall performance.

Myth: Keeping your mouth clean will stop smokeless tobacco from harming you.

Fact: No evidence points out oral hygiene will reduce damage caused by smokeless tobacco.

Myth: Chewing or dipping for only 5 to 10 years wont cause cancer.

Fact: Cancer has been found in users that have only chewed for as little as 6 years



Health Effects

- Mouth Cancer





Mouth Cancer

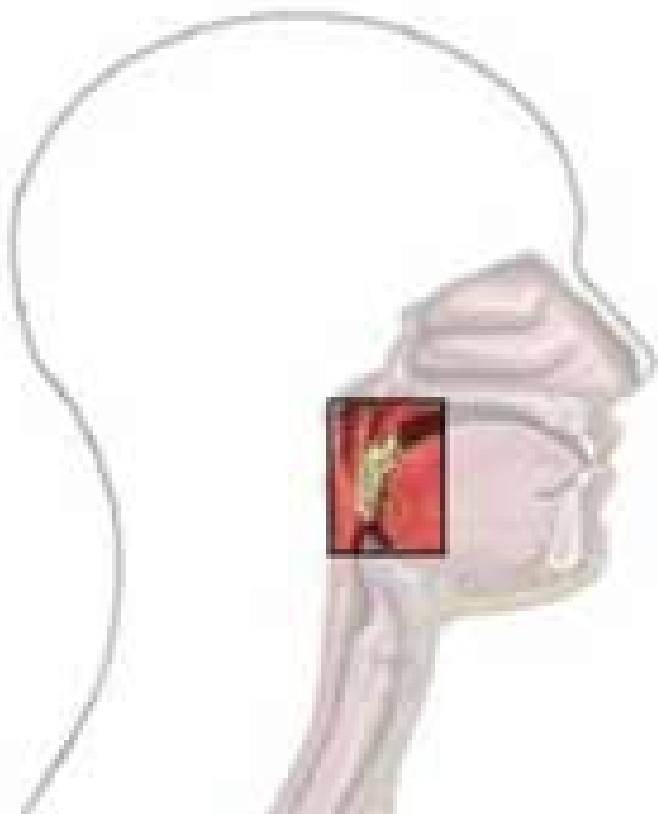


Health Effects

- Mouth Cancer
- Throat Cancer



Throat cancer



Health Effects

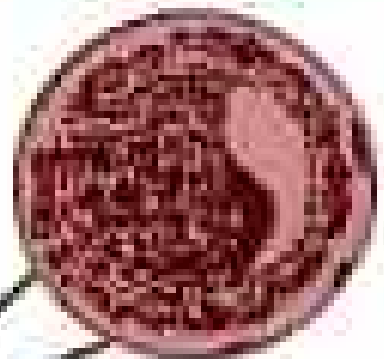
- Mouth Cancer
- Throat Cancer
- Heart Disease



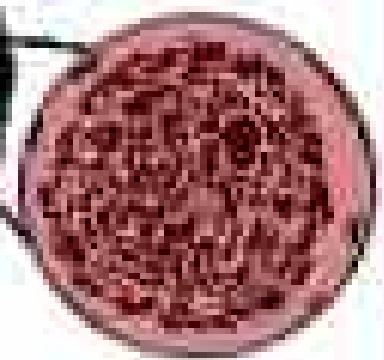
Normal Artery



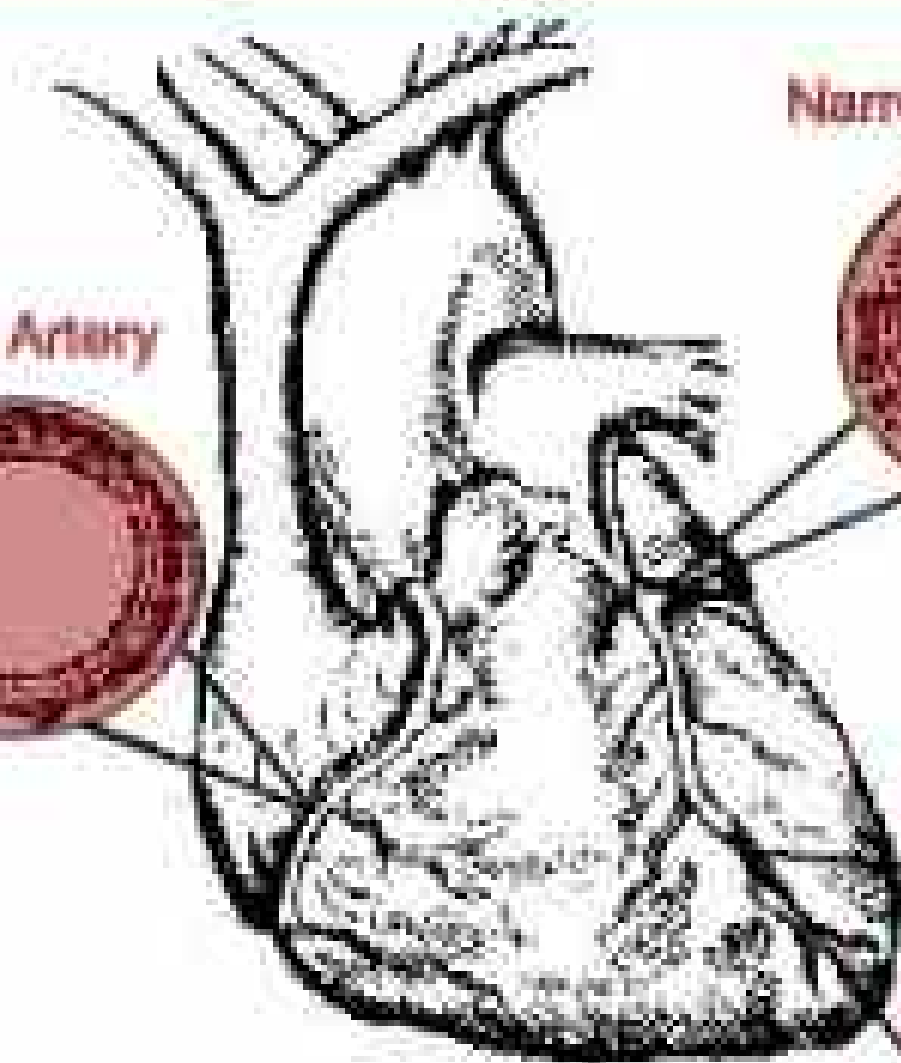
Narrowed Artery



Blocked Artery



Normal and Diseased Arteries



Health Effects

- Mouth Cancer
- Throat Cancer
- Heart Disease
- Dental Disease







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Health Effects

- **Mouth Cancer**
- **Throat Cancer**
- **Heart Disease**
- **Dental Disease**
- **Stomach Problems**
- **Loss of Taste and Smell**
- **Physical Changes**



Brands

- U.S Smokeless Tobacco Company is worth Over 1,000,000,000 USD!
- U.S Smokeless Tobacco Company
 - Copenhagen
 - Red Seal
 - Skoal
 - Husky
 - Rooster
 - Revel
- Other major brands include
 - Timberwolf
 - Silver Creek
 - Kodiak
 - Cougar
 - Grizzly
 - Ski
 - Longhorn
 - Kayak



Advertising

- Advertising of any tobacco product has been banned in Canada
- Cover companies have been created
- The tobacco companies sponsor highly televised sports







Advertising

- Advertising of any tobacco product has been banned in Canada since
- Cover companies have been created
- The tobacco companies sponsor highly televised sports
- Television and magazine advertisement





WARNING
THIS PRODUCT
MAY CAUSE
MOUTH CANCER

U.S. SMOKELESS TOBACCO CO.
NOT
FOR SALE TO
MINORS

The Legend Continues.

Introducing the rich, smooth taste of
New Bourbon-Flavored Copenhagen® Black.

Fresh Cope. *It satisfies.*



Copenhagen®

BOURBON **BLACK** FLAVORED



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COCK-A-DOODLE FREAKIN' DO.

INTENSE PREMIUM
TOBACCO TASTE



THE BOLD ONE

WARNING

THIS PRODUCT
MAY CAUSE GUM
DISEASE AND
TOOTH LOSS



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U.S.  Smokeless
TOBACCO CO.

WARNING:
THIS PRODUCT
MAY CAUSE
MOUTH CANCER

A BIT BRAVER.

U.S. SMOKELESS TOBACCO CO.
NOT FOR SALE TO MINORS
REMEMBER TOBACCO



**A PINCH
BETTER.™**

FULL-BLOWN FLAVOR. 100% AMERICAN TOBACCO.

Nicotine Content

- Different brands have different pH levels which affect nicotine content.
- Higher pH = Higher free nicotine percentage
- Lower pH = lower free nicotine percentage
- Example:
 - Hawken Wintergreen
pH = 4.65 free nicotine = 0.04%
 - Copenhagen Snuff
pH = 8.48 free nicotine = 74.33%
- Copenhagen has 7.92mg/g of nicotine available
- Hawken has 0.0015mg/g of nicotine available



How Do I Quit?

- **Nicotine free smokeless tobacco**
- **Nicotine gum**
- **Nicotine patches**
- **Withdrawal symptoms:**
 - **Headaches**
 - **Dizziness**
 - **Tiredness**
 - **Depression**
 - **Frustration/Anger**
 - **Difficulty Sleeping**
 - **Difficulty Concentrating**
 - **Increased Appetite**



Future of Smokeless Tobacco

TIME TO TAKE ACTION!

Let us try to bring into power banning or restricting use of tobacco in
everywhere

- The Smokeless Tobacco Control Act?
- Merge with Philip Morris and the Smokeless Tobacco Company
- LETS STOP SMOKELESS TOBACCO BEFORE IT'S TOO LATE!