

# RJReynolds

## Statement regarding Camel Dissolvable Tobacco Products

June 2010

In 2009, R.J. Reynolds Tobacco Company's Camel brand made dissolvable tobacco products available to adult tobacco consumers in three lead markets: Columbus, Ohio; Indianapolis; and Portland, Oregon. These products compete in the small but growing smoke-free tobacco category of dissolvable tobacco. Since their introduction we have seen interest from adult tobacco consumers including both adult smokers and adult moist snuff users.

The introduction of Camel dissolvable tobacco products reflects our desire to offer a variety of different tobacco products to adult tobacco consumers. Additionally, these products meet societal expectations as there is no second-hand smoke, no spitting and no cigarette butt litter.

Following the introduction of the products, there were several misperceptions and misrepresentations that were reported in news stories across the country. Following are the primary misrepresentations that have been reported, and the company's response to them:

### **Camel dissolvables are tobacco products, NOT mints or candy.**

- These are tobacco products. Finely milled tobacco is the predominant ingredient.
- They are sold on the same store shelves as other tobacco products, behind the sales counter, requiring a clerk's assistance to access them.
- They carry the same health warnings as other smokeless tobacco products.
- They are taxed at the same rate as other smokeless tobacco products.
- Their sale is age-restricted, requiring proof of age before purchase.
- The packaging is child-resistant.
- The front label on all Camel dissolvables' packaging clearly identifies the contents as "dissolvable tobacco."
- Those who keep referring to these tobacco products as "candy" or "mints" are irresponsibly perpetuating false and misleading information. If a minor hears these products referred to as "candy," they may be more likely to try to get them. A better approach is to make sure everyone knows these are tobacco products, and like all tobacco products they carry risks and should only be used by adult tobacco consumers who have made the informed decision to use tobacco products.

### **Camel dissolvables are marketed to adult tobacco users, NOT to children.**

- Camel dissolvables are tobacco products made for and marketed to adult tobacco consumers.
- They are sold on the same store shelves as other tobacco products (non-self-service), carry the same health warnings as other smokeless tobacco products, are taxed as smokeless tobacco products, their sale is age-restricted and the packaging is child-resistant.
- They provide adult tobacco consumers another option for enjoying tobacco. They are spitless, have no secondhand smoke and no cigarette-butt litter – thus, they are more in line with societal expectations about tobacco product use today.
- Dissolvable tobacco products have been sold in the U.S. for a number of years to adults interested in consuming tobacco in places where smoking is not permitted or feasible.
- Use of smokeless tobacco products by youth has declined substantially in recent years according to the University of Michigan "Monitoring the Future" survey. Youth smoking rates have also reached historic lows.

- Any print advertising for Camel dissolvable tobacco products are placed in periodicals with at least 85 percent adult readership.

**Camel dissolvables DO NOT contain significantly greater levels of nicotine than other dissolvable/smokeless tobacco products.**

- These products are made of finely milled tobacco, and thus contain nicotine.
- Dissolvable tobacco products have been on the market for several years (Ariva – 2001 and Stonewall Hard Snuff – 2003).
- The amount of nicotine in Camel dissolvables ranges from 1.2 milligrams of nicotine to 2.4 milligrams nicotine.
- Other dissolvable tobacco products on the market contain as much as 1.5 milligrams of nicotine to 4 milligrams of nicotine.
- Compared to other portioned smokeless tobacco products currently on the market, Camel dissolvables contain less nicotine. A pouch of Camel Snus (0.6 gram) contains about 6 milligrams of nicotine, and other portioned smokeless tobacco products contain as much as 8 milligrams of nicotine.
- Adult tobacco consumers who use loose moist snuff products will expose themselves to varying levels of nicotine, depending on the amount of loose snuff they hold in their mouth. While the amount of tobacco used per pinch can vary widely, if an adult has 1-2 grams of moist snuff in their mouth, they will be exposed to about 11-22 milligrams of nicotine.
- Everyone uses smokeless products differently, and everyone uses Camel dissolvables differently. But **on average**, tobacco consumers get roughly a similar amount of nicotine, or less, from a Camel dissolvable as they do from other dissolvable or smokeless tobacco products currently on the market.

**There is no clear evidence that smokeless tobacco products like Camel dissolvables prevent adult smokers from quitting or that they serve as a “gateway” product for youth.**

- The best course of action for tobacco users concerned about their health is to quit.
- Dissolvable tobacco products have been sold in the U.S. for a number of years to adults interested in consuming tobacco in places where smoking is not permitted or feasible. During this time, the rates of smoking among adults and youth have continued to decline.
- Smokeless tobacco sales have increased in the U.S. over the last several years, even as smoking rates have continued to decline.
- There are more former smokers in the U.S. than current smokers.
- Adult tobacco consumers should have access to a range of commercially viable tobacco and nicotine-based products.
- Minors should never use tobacco products and adults who do not use or have quit using tobacco products should not start.
- Rates of youth usage of cigarettes are down about 50% from their historic highs.
- In Sweden, where the smokeless tobacco product snus is far more popular than cigarettes, there has been no trend of youth starting with smokeless tobacco products and moving to cigarettes. In fact, studies generally suggest the opposite — that smokeless tobacco use in Sweden is associated with lower rates of people taking up or continuing to use cigarettes.
- Little research has been conducted in the U.S. on smokeless tobacco as a “gateway” to cigarettes. The studies that do exist show conflicting results. Recently, several research institutions have received government grants to study smokeless tobacco use trends, and if properly designed and conducted, these studies may provide more insight.