

WHAT YOU CAN DO

Use this brochure as a starting point to talk to others about the dangers of tobacco use in any form. Let kids know it's not just cigarettes that are harmful, but all types of tobacco. Help parents and other influential adults learn of the different tactics tobacco companies are using to target our youth. Contact your child's school to ask if there are anti-tobacco—not just anti-smoking—initiatives under way.

TOBACCO HAD A MAKEOVER AND IT'S JUST AS UGLY

Tobacco. Master of Disguise.
Get the facts at DirtyTruth.com



DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
Tobacco Prevention and Control Program



TOBACCO HAD A MAKEOVER AND IT'S JUST AS UGLY



It's not just cigarettes anymore.
**Get the facts on all the ways
Big Tobacco is targeting our youth.**

There's no such thing as safe tobacco.



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The good news:
fewer kids are smoking.

The bad news:
Big Tobacco has come up with more ways to get them hooked.

IT'S OFFICIAL. According to data from the National Youth Tobacco Survey, cigarette smoking among high school and middle school students has declined over the past decade. While that's a victory for young people, it's also posed a challenge to the tobacco industry—how to keep kids turned on to tobacco when they've been turning off to conventional cigarettes. The industry knows that the earlier kids start using tobacco, the more likely they are to get hooked and become lifelong customers.

Almost 90 percent of today's adult smokers started before age 19.¹

Big Tobacco answered the challenge by making products more appealing to young people. They've introduced flavors—like apple, berry, mint, cognac, cream and wine—into cigar products and smokeless tobacco like chew and snuff. They've introduced new products, like Snus and dissolvable tobacco. Snus is smokeless, powdered tobacco packaged in a teabag-like pouch that's tucked under the lip where it's easily hidden from parents, teachers and coaches. Dissolvable tobacco products mimic the look of candy,

mints, toothpicks and breath-freshening strips. And tobacco companies are marketing these new products in small, brightly colored packages as if they were selling candy and mints, not toxic, addictive tobacco.



There's no such thing as harmless tobacco.

Many young people believe that, if it isn't a cigarette, it isn't that harmful. Not true. All tobacco products contain nicotine, which studies prove to be as addictive as heroin and cocaine. Tobacco does not have to be smoked to cause health problems. Smokeless tobacco contains 28 cancer-causing agents and is known to increase the risk of cancer of the pancreas and oral cavity (lip, tongue, mouth, throat). Cigar smokers, whether they inhale or not, have a higher risk for cancers of the lung, esophagus, larynx and oral cavity than nonsmokers.

Whatever its form, tobacco is still tobacco. **Toxic. Addictive. Deadly.**

Get to know it in its many forms so you can warn teens and preteens about what Big Tobacco has in store for them.

Toxic. Addictive. Deadly.

NEW SMOKELESS

SNUS

- Flavored, ground tobacco packaged in teabag-like pouches that are held between the lip and gum.
- No spitting required. Marketed as an alternative to cigarettes for use where smoking is prohibited.
- Packaged in brightly colored tins similar to those containing breath mints.



TRADITIONAL SMOKELESS

DIP

- Fine-grain tobacco packaged in round tins.
- Pinch of tobacco is held between lower lip and gums.
- Tobacco juice usually spit out, sometimes swallowed by long-term users.



CHEW

- Loose tobacco leaves packaged in pouches
- Wad of tobacco held between cheek and gum
- Tobacco juice usually spit out, sometimes swallowed by long-term users.

SNUFF

- Dry or moist, finely ground tobacco packaged in tins.
- Pinch held between cheek and gums or lower lip and gums.
- Dry, powdered snuff can also be inhaled into the nose.



Harmful effects of smokeless tobacco²:

- Smokeless tobacco contains 28 cancer-causing agents.
- Known cause of human cancer, increasing the risk for cancers of the oral cavity and pancreas.
- Strongly associated with leukoplakia, a precancerous lesion of the soft tissue of the mouth.
- Can cause receding gums, gum disease, tooth decay and tooth loss.
- Use during pregnancy increases risks for preeclampsia, premature birth and low birth weight.
- Use by males can cause reduced sperm count and abnormal sperm cells.

What to look for:

- Snus, dip and snuff are sold in tins that easily fit in a pocket.
- Chew is sold in pouches.
- Users of smokeless tobacco often have bad breath and stained teeth where they hold the tobacco.

DISSOLVABLES

(not yet available in Delaware)

ORBS

- Flavored pellets or tabs of finely milled tobacco resembling candy or breath mints.
- Held in the mouth until they dissolve, about 15 minutes.
- Deliver about 1 mg. of nicotine per orb, similar to one cigarette.



STRIPS

- Tobacco strips that look and act like dissolvable breath strips.
- Held in the mouth until they dissolve, about two to three minutes.
- Deliver about 0.6 mg. of nicotine per strip.



STICKS

- Tobacco sticks that look like oversized toothpicks.
- Held in the mouth until they dissolve, about 20 to 30 minutes.
- Deliver about 3.1 mg. of nicotine per stick, similar to two cigarettes.



Harmful effects of dissolvables³:

- Information specific to the health effects of dissolvables is not yet available. However, smokeless tobacco use is linked to oral cancer, gum disease and nicotine addiction. It also increases the risk of cardiovascular disease, including heart attacks.
- Constant exposure to tobacco juice causes cancer of the esophagus, pharynx, larynx, stomach and pancreas.
- Many fear that young children will mistake these products for candy. Ingestion by children can result in tobacco poisoning.

What to look for:

- Camel Orbs, Strips and Sticks made by R.J. Reynolds are currently in test marketing and not available in Delaware.
- If they do become available in this area, look for colorful plastic packaging resembling packaging for candy, mints and breath strips.

CIGARS AND OTHER SMOKES

CIGARS

- Contain air-cured, fermented tobacco, with tobacco wrapper.
- Can measure more than seven inches long.
- One large cigar can contain up to 20 grams of tobacco— as much as an entire pack of cigarettes.
- Sometimes emptied of tobacco and filled with marijuana.

CIGARILLOS

- Short, narrow version of cigars.
- Bigger than cigarettes and little cigars.
- May be filtered or tipped.
- Contain approximately three grams of tobacco.
- Often come in fruit or alcohol flavors.
- Are often smoked every day and inhaled like cigarettes.



LITTLE CIGARS

- Available in both filter and unfiltered versions.
- Often come in fruit or alcohol flavors.
- Contain about one gram of tobacco.



Harmful effects of cigars⁴:

- Cigar smoke has a higher level of cancer-causing agents, tar and toxins than cigarette smoke. These harmful ingredients include carbon monoxide, hydrogen cyanide, benzene, arsenic, cadmium and nitrosamines.
- Cigar smoking can cause cancers of the oral cavity, larynx, esophagus and lung.
- The larger size and longer smoking times of many cigars results in higher exposure to toxic compounds.
- Cigar smoking increases the risk of heart disease, lung diseases such as emphysema, and chronic bronchitis, gum disease and tooth loss.

What to look for:

- Available in a wide range of sizes from large to cigarette-sized cigars.
- Flavored varieties have a sweet, fruit or alcohol aroma when smoked.
- Distinctive aroma often lingers on clothes.
- Cigarillos often sold in packages of two, four or as singles.
- Little cigars often sold in packages of 20, like cigarettes. Can also be sold as singles.
- The Black & Mild brand has become a cultural phenomenon.

Bidis

- Thin, hand-rolled cigarettes imported primarily from India.
- Tobacco wrapped in leaves of tendu or temburni (native Asian plants).
- Come in candy and fruit flavors, including strawberry, vanilla, chocolate, cherry and mango. Also available unflavored.
- Often mistaken as less harmful than cigarettes due to their natural herbal look.
- Many bidis are made by illegal child labor.

Harmful effects of bidis⁵:

- Higher concentrations of nicotine, tar and carbon monoxide than conventional cigarettes.
- Higher levels of nicotine make them more addictive than regular cigarettes.
- Increase the risk for oral cancer, lung cancer, stomach cancer and esophageal cancer.
- Associated with more than a threefold increased risk for coronary heart disease and heart attack.
- Associated with emphysema and a fourfold increased risk for chronic bronchitis.

What to look for:

- Bidis often look like a hand-rolled marijuana cigarette, with colorful string at one or both ends.



Kreteks

- Also called clove cigarettes
- Imported from Indonesia and contain a mixture of tobacco, cloves and other additives.

Harmful effects of kreteks⁶:

- Have higher concentrations of nicotine, tar and carbon monoxide than conventional cigarettes.
- Cause increased risk for acute lung injury.
- Regular smoking causes 13 to 20 times greater risk of abnormal lung function than not smoking.
- Associated health conditions include bronchitis, difficulty breathing, coughing up blood, pneumonia and respiratory infection.

What to look for:

- Kreteks look similar to conventional cigarettes, but may be wrapped in black instead of white.
- Most distinctive feature is the sweet, spicy aroma. When smoked, a kretek smells like burning incense.

For more information, to share stories and opinions, and to connect with others who are concerned about tobacco use, go to www.TheDirtyTruth.com.

¹cancer.org: Questions about Smoking, Tobacco and Health.

²cdc.org: Centers for Disease Control and Prevention: Smoking and Tobacco Use, Fact Sheet: Smokeless Tobacco Facts.

³tobaccofreekids.org: Campaign for Tobacco-Free Kids, Fact Sheet: Danger from Dissolvable Tobacco and Other Smokeless Tobacco Products.

⁴cancer.gov: National Cancer Institute Fact Sheet: Cigar Smoking and Cancer.

^{5,6}cdc.org: Centers for Disease Control and Prevention: Smoking and Tobacco Use, Fact Sheet: Bidis and Kreteks.